

05-10-2000

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4.20.00



RECOF

Our Ref: 45141-0001

101352136

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
- Document ID # _____
- Correction of PTO Error
- Reel # _____ Frame # _____
- Corrective Document
- Reel # _____ Frame # _____



Conveyance Type

- Assignment _____ License
- Security Agreement _____ Nunc Pro Tunc Assignment
- Merger
- Change of Name
- Effective Date
Month Day Year
12 22 1999
- Other _____

Conveying Party

____ Mark if additional names of conveying parties attached

Name Electronic Industries Alliance

Execution Date
Month Day Year

12-22-99

Formerly _____

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association

Other - Nonprofit Corporation

Citizenship/State of Incorporation/Organization Illinois

Receiving Party

____ Mark if additional names of receiving parties attached

Name Consumer Electronics Association

DBA/AKA/TA _____

Composed of _____

Address (line 1) 2500 Wilson Boulevard

Address (line 2) Arlington, Virginia 22201

Address (line 3) _____

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Other Nonprofit Corporation

Citizenship/State of Incorporation/Organization Virginia

FOR OFFICE USE ONLY

05/09/2000 JSHABAZZ 00000137 75408775

01 FC:481
02 FC:482

40.00 DF
475.00 DF

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 200231

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name _____

Address (line 1) _____

Address (line 2) _____

Address (line 3) _____

Address (line 4) _____

Correspondent Name and Address

Area Code and Telephone Number 202-467-7762

Name Jason I. Hewitt, Esq.

Address (line 1) MORGAN, LEWIS & BOCKIUS LLP

Address (line 2) 1800 M Street, N.W.

Address (line 3) Washington, D.C. 20036-5869

Pages Enter the total number of pages of the attached conveyance document including any attachments.

5

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers are attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

75/408,775 75/340,725 75/584,806
75/408,598 75/342,362 75/736,242
75/730,900 75/476,954

1,888,068 1,296,763 1,963,550
1,801,729 1,821,315 1,386,780
1,629,548 1,256,350 1,403,378
1,296,762 2,265,926 1,403,377

Number of Properties Enter the total number of properties involved. # 20

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$ 515.00

Method of Payment: Enclosed X Deposit Account _____

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.) Deposit Account Number: 13-4520

Authorization to charge additional fees: Yes X No _____

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Jason I. Hewitt, Esq.

Name of Person Signing

Jason I. Hewitt
Signature

20
April 18, 2000
Date Signed

SCHEDULE A

United States

<u>Mark</u>	<u>Serial No.</u>	<u>Reg. No.</u>
AMAX (Stylized)	74/212,367	1,888,068
AMAX STEREO (Stylized)	74/212,366	1,801,729
ATSC CERTIFIED DTV DIGITAL TELEVISION	75/408,775	
CEBUS	73/803,393	1,629,548
CES Plus Design	73/441,336	1,296,762
CES	73/441,411	1,296,763
CDIF Plus Design	74/393,046	1,821,315
COMPUT-A-MATCH	73/386,493	1,256,350
DTV		
DTV Plus Design	75/408,598	
EBRAIN	75/730,900	
FUSE	75/340,725	
HABITECH	74/686,127	2,265,926
HABITECH: THE HOME SYSTEMS TRADE AND TRAINING SHOW		
INTERNATIONAL CES	75/342,362	
Miscellaneous Design	74/686,129	1,963,550
SERVICE PROFIT PROFILES	73/555,203	1,386,780
THE SOURCE FOR CONSUMER TECHNOLOGIES	75/476,954	
TORCH DESIGN WITH LEGENDS (EIA LUX 639 Plus Design)	75/584,806	
YOUR SOURCE FOR WORKSTYLE AND LIFESTYLE TECHNOLOGY	75/736,242	
INTERNATIONAL SUMMER CONSUMER ELECTRONICS SHOW	73/333,996	1,403,378
INTERNATIONAL WINTER CONSUMER ELECTRONICS SHOW	73/333,970	1,403,377

Common Law Marks

Consumer Electronics Manufacturers Association
 CEMA
 CEMA Star Logo
 CONSUMER ELECTRONICS VISION
 CONSUMER ELECTRONICS VISION Logo
 CONSUMER ELECTRONICS HALL OF FAME
 CONSUMER ELECTRONICS HALL OF FAME Logo
 CES TODAY
 CES TODAY Logo
 CES WORKSTYLE AWARDS
 CES WORKSTYLE AWARDS Logo
 HABITECH

Florida State Registration

<u>Mark</u>		<u>Reg. No.</u>
CES		T01,998

Australia

<u>Mark</u>	<u>Serial No.</u>	<u>Reg. No.</u>
CES	605,419	605,419
CES (Logo)		605,420

Brazil

<u>Mark</u>	<u>Serial No.</u>
ATSC CERTIFIED DTV DIGITAL TELEVISION	820731510
CES	817398600
CES (Logo)	817398619
DTV (Stylized)	820731501
EBRAIN	821773895
EBRAIN	821773909
FUSE	820499609
HABITECH	818919906
HABITECH & Logo	821130340
HABITECH HOUSE Logo	818919914
THE SOURCE FOR CONSUMER TECHNOLOGIES	821014390
YOUR SOURCE FOR WORKSTYLE AND LIFESTYLE TECHNOLOGY	821871218

Canada

<u>Mark</u>	<u>Serial No.</u>	<u>Reg. No.</u>
CES	0534,615	TMA313,474
CES (Logo)	0534,616	TMA316,951
FUSE	0866,194	TMA514,885
HABITECH	0797,546	TMA488,565
THE SOURCE FOR CONSUMER TECHNOLOGIES	0889,678	
YOUR SOURCE FOR WORKSTYLE AND LIFESTYLE TECHNOLOGY	1032,943	

European Community

<u>Mark</u>	<u>Ser. No.</u>	<u>Reg. No.</u>
ATSC CERTIFIED DTV DIGITAL TELEVISION	861,591	
CES	126,839	126,839
DTV (Stylized)	861,567	
EBRAIN		
FUSE	725,739	725,739
HABITECH	126,771	126,771

HABITECH HOUSE Logo
THE SOURCE FOR CONSUMER TECHNOLOGIES
YOUR SOURCE FOR WORKSTYLE AND
LIFESTYLE TECHNOLOGY

129,312

129,312

962,837

1,347,087

France

Mark

CES
CES Plus Design
COMPUT A MATCH

Serial No.

693,418

693,417

658,562

Reg. No.

1,272,303

1,269,419

1,242,323

Germany

Mark

CES
CES Plus Design
COMPUT-A-MATCH

Ser. No.

C32910/42 WZ

C32909/42

C31929/35 WZ

Reg. No.

1,074,195

1,074,194

Italy

Mark

CES
CES
CES
CES Plus Design
COMPUT-A-MATCH

Reg. No.

426,029

665,538

665,539

426,030

491,768

Japan

Mark

ATSC CERTIFIED DTV DIGITAL TELEVISION
CES
CES (Logo)
DTV (Stylized)
EBRAIN
THE SOURCE FOR CONSUMER TECHNOLOGIES
YOUR SOURCE FOR WORKSTYLE AND
LIFESTYLE TECHNOLOGY

Ser. No.

10-52551

56779/1993

56780/1993

10-52552

11-93567

10-83864

Reg. No.

3,305,600

Korea

Mark

ATSC CERTIFIED DTV DIGITAL TELEVISION
DTV (Stylized)
EBRAIN
THE SOURCE FOR CONSUMER TECHNOLOGIES
YOUR SOURCE FOR WORKSTYLE AND
LIFESTYLE TECHNOLOGY

Ser. No.

15247/1998

15248/1998

16676/1999

7282/1998

15728/1999

Mexico

Mark
ATSC CERTIFIED DTV DIGITAL TELEVISION
CES
CES (Logo)
DTV (Stylized)
EBRAIN
FUSE
HABITECH
HABITECH HOUSE Logo
THE SOURCE FOR CONSUMER TECHNOLOGIES
YOUR SOURCE FOR WORKSTYLE AND
LIFESTYLE TECHNOLOGY

<u>Ser. No</u>	<u>Reg. No.</u>
333,202	598,568
182,483	466,371
182,484	466,372
333,201	
393,221	
319,855	607,351
249,893	585,801
249,892	550,982
351,249	593,139

United Kingdom

Mark
CES
CES Plus Design
CES Plus Design

<u>Ser. No</u>	<u>Reg. No.</u>
1,564,492	1,564,492
1,564,494	1,564,494
1,565,245	1,565,245

EXHIBIT B-1

TRADEMARK ASSIGNMENT

This Trademark Assignment is made on this 22nd day of December, 1999, by Electronic Industries Alliance, a nonprofit corporation formed under Illinois law ("Assignor"), in favor of Consumer Electronics Association, a nonprofit corporation formed under Virginia law ("Assignee").

WHEREAS, Assignor owns all right, title and interest in and to the mark(s) listed on the attached Schedule ("Mark(s)"), any pending applications for federal registration or federal registrations therefor, and the goodwill of the business developed through the use of the Mark(s);

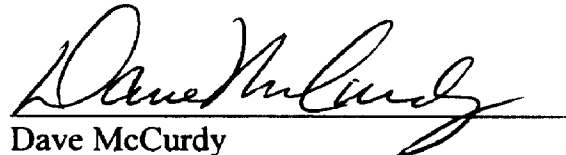
WHEREAS, Assignee desires to acquire all right, title, and interest in and to the Mark(s), any pending applications for federal registration or federal registrations therefor, and the goodwill developed through the use of the Mark(s); and

WHEREAS, Assignee is a successor to a portion of the business of Assignor to which the Mark(s) pertains and such business is ongoing and existing.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee, the entire right, title, and interest in and to the Mark(s), any pending applications for federal registration or federal registrations therefor, and the goodwill of the business symbolized by the Mark(s). All rights and privileges, including the right to sue for and receive all damages from past infringements of the Mark(s), will be held and enjoyed by the Assignee, its successors, assigns and other legal representatives.

ELECTRONIC INDUSTRIES ALLIANCE

By:



Dave McCurdy
President