

07-12-2000



U.S. Dept. of Commerce
Patent and Trademark Office

To the Honorable Commissioner of Patents
copy thereof.

101403115

Attached original documents or

1. Name of conveying party(ies):

PHILIPS ELECTRONICS NORTH AMERICA CORPORATION

☐ Individual(s) ☐ Association
☐ General Partnership ☐ Ltd Partnership
☒ Corporation-State of Delaware
☐ Other

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: May 31, 2000

2. Name and address of receiving party(ies):

Name: KONINKLIJKE PHILIPS ELECTRONICS N.V.

Internal Address:

Street Address: Groenewoudseweg 1

Eindhoven, THE NETHERLANDS

City: State: Zip:

☐ Individual(s) citizenship
☐ Association
☐ General Partnership
☐ Limited Partnership
☐ Corporation-State
☒ Other Corporation of The Netherlands

If assignee is not domiciled in the United States, a domestic
representative designation is attached: ☐ Yes ☒ No
(Destinations must be a separate document from Assignment)
Additional names(s) & Address(es) attached? ☐ Yes ☒ No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)
75/580,249 (CELLESSE SENSEACTIVE)

B. Trademark Registration No.(s)

Additional Numbers Attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence
concerning document should be mailed:

Name: Philips Electronics North America
Corporation

Internal Address:

Street Address: 580 White Plains Road

City: Tarrytown State: NY Zip: 10591

6. Total number of applications and registrations
involved:

1

7. Total fee (37 CFR 3.41) ...\$ 40.00

☐ Enclosed ☒ Authorized to Deposit Account

8. Deposit Account Number: 14-1270
(Attach duplicate copy of this page paying
by deposit account)

DO NOT USE THIS SPACE

9. 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.

ERNESTINE C. BARTLETT
Name of Person Signing

Signature

June 9, 2000
Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

07/10/2000 BNGUYEN 00000387 141270 73560249

01 FC:481 40.00 CH

TRADEMARK
REEL: 002099 FRAME: 0074

ASSIGNMENT

WHEREAS, PHILIPS ELECTRONICS NORTH AMERICA CORPORATION, a Delaware Corporation having an office at 1251 Avenue of the Americas, New York, New York 10020, is the owner of the Trademark:

CELLESSE SENSEACTIVE - U.S. Serial No. 75/580,249

which trademark is applied for registration in the United States Patent and Trademarks Office as listed above; and

WHEREAS, KONINKLIJKE PHILIPS ELECTRONICS N.V. is desirous of acquiring said trademark;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, PHILIPS ELECTRONICS NORTH AMERICA CORPORATION does hereby assign to KONINKLIJKE PHILIPS ELECTRONICS N.V. all right, title and interest in and to said trademark and said trademark application, together with the goodwill of the business symbolized by said trademark.

PHILIPS ELECTRONICS NORTH AMERICA CORPORATION

By: 

Name: Algy Tamoshunas

(ECB)

Title: Vice President

Dated: May 31, 2000

DECLARATION

Algy Tamoshunas declares that he is Vice President of PHILIPS ELECTRONICS NORTH AMERICA CORPORATION and that he is authorized to execute this Assignment of said corporation and that the facts set forth in this Assignment are true, and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment or both under Section 1001 of Title 18 of the United States Code and that such false statements may jeopardize the validity of the Assignment.

PHILIPS ELECTRONICS NORTH AMERICA CORPORATION

By: 

Name: Algy Tamoshunas

(ECB)

Title: Vice President

Dated: May 31, 2000

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Trademark Application

MARK: **CELLESSE SENSEACTIVE**

SERIAL NO.: **75/580,249**

Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

Sir:

POWER OF ATTORNEY

KONINKLIJKE PHILIPS ELECTRONICS N.V., a corporation duly organized under the laws of The Netherlands, the applicant for the above-identified trademark application, hereby revokes all previous Powers of Attorney to prosecute this application and appoints Ernestine C. Bartlett, Michael E. Marion, Jack E. Haken and Algy Tamoshunas, members of the Bar of the State of New York, and Edward W. Goodman, a member of the Bar of the State of New Jersey, with offices at PHILIPS ELECTRONICS NORTH AMERICA CORPORATION, 580 WHITE PLAINS ROAD, TARRYTOWN, NEW YORK, 10591, Telephone (914) 332-0222, its attorneys, to transact, with full power of substitution and revocation, all business in the United States Patent and Trademark Office in connection with this application.

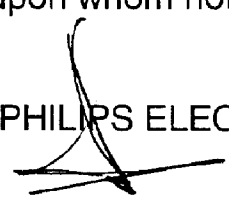
ALL COMMUNICATIONS SHOULD BE DIRECTED TO:

PHILIPS ELECTRONICS NORTH AMERICA CORPORATION
580 WHITE PLAINS ROAD
TARRYTOWN, NEW YORK, 10591

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Ernestine C. Bartlett, whose postal address is PHILIPS ELECTRONICS NORTH AMERICA CORPORATION, 580 WHITE PLAINS ROAD, TARRYTOWN, NEW YORK, 10591, is hereby designated as applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

KONINKLIJKE PHILIPS ELECTRONICS N.V.

By: 

Name: J. Vandekerckhove

Title: Trademarks Attorney

Dated: 6 June 2000

ATTORNEY REFERENCE NUMBER: **80.CEL.0001**

RECORDED: 06/12/2000

TRADEMARK
REEL: 002099 FRAME: 0076