

02-28-2001

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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

E17022US (#90044)



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To the Honorable Commissioner of

101623349

is attached original documents or copy thereof.

1. Name of conveying party(ies):

Electronic Industries Alliance

2.12.01

- Individual(s)
- General Partnership
- Corporation-State Illinois
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

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

Name: Consumer Electronics Association

Internal Address:

Street Address: 2500 Wilson Boulevard

City: Arlington State: VA ZIP: 22201

- Individual(s) citizenship
- Association Commonwealth of Virginia
- General Partnership
- Limited Partnership
- Corporation-State
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: January 24, 2001

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

A. Trademark Application No.(s)

75/584,806

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: D. Peter Hochberg, Esq.

Internal Address: D. Peter Hochberg Co., L.P.A.

Street Address: 1940 E. 6th Street - 6th Fl.

City: Cleveland State: OH ZIP: 44114

6. Total number of applications and registrations involved:

1

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

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if 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.

D. Peter Hochberg

Name of Person Signing

Signature

February 6, 2001

Date

Total number of pages comprising cover sheet

1

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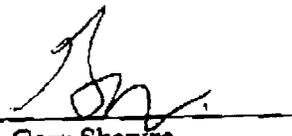
**ASSIGNMENT**

WHEREAS, the Electronic Industries Alliance of 2500 Wilson Boulevard, Arlington, Virginia 22201-3834, a corporation of the State of Illinois, has adopted, and is using the certification mark designated as EIA LUX 639 (AND DESIGN), and which is pending in the United States Patent and Trademark Office under U.S. trademark application Serial No. 75/584,806 filed November 9, 1998; and

WHEREAS, the Consumer Electronics Association of 2500 Wilson Boulevard, Arlington, Virginia 22201-3834, a corporation of the Commonwealth of Virginia, is desirous of adopting said certification mark and the application and any registration to issue therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Electronic Industries Alliance does hereby assign unto the Consumer Electronics Association all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the above-identified application therefor.

ELECTRONIC INDUSTRIES ALLIANCE

By:   
Name: Gary Shapiro  
Title: Vice President

Date: 1-24-01