

11-01-2002

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)



ET U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office Attorney Dkt: E17217-8US (#90044)

Tab settings

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Electronic Industries Alliance

102402

- Individual(s) Association General Partnership Limited Partnership Corporation-State of Illinois 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: July 31, 2002

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

General Partnership

Limited Partnership

Corporation-State Commonwealth of Virginia

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)

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

A. Trademark Application No.(s)

75/846,219

B. Trademark Registration No.(s)

2,526,264

Additional number(s) attached Yes No

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

Name: D. Peter Hochberg

Internal Address: D. PETER HOCHBERG CO., L.P.A.

1940 East 6th Street - 6th Floor

Cleveland OH 44114

Street Address: 1940 East 6th Street

City: Cleveland State: OH Zip: 44114

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41) \$ 65.00

- Enclosed credit card payment form 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] Signature

October 22, 2002 Date

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

11/01/2002 LNUELLER 00000053 75846219

01 FC:8521 02 FC:8522

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

TRADEMARK REEL: 002609 FRAME: 0047

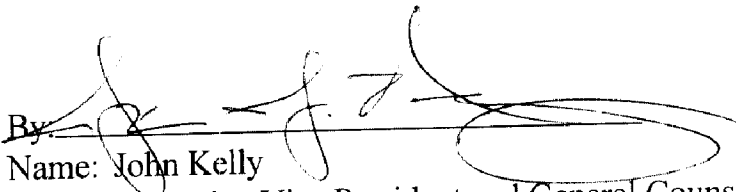
ASSIGNMENT

WHEREAS, Electronic Industries Alliance of 2500 Wilson Boulevard, Arlington, Virginia 22201-3834, a corporation organized and existing under the laws of the State of Illinois, has adopted, and is using the trademark CONSUMER ELECTRONICS ASSOCIATION which registered in the United States Patent and Trademark Office under Registration No. 2,526,264 on January 1, 2002, and the trademark CEA for which U.S. trademark application Serial No. 75/846,219 was filed on November 10, 1999; and

WHEREAS, the Consumer Electronics Association of 2500 Wilson Boulevard, Arlington, Virginia 22201-3834, a corporation organized and existing under the laws of the Commonwealth of Virginia, is desirous of adopting said marks and the application and registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Electronic Industries Alliance does hereby sell, assign and transfer unto the said Consumer Electronics Association all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the above-identified application and registration thereof, and in conjunction with the sale of the business to which said trademarks relate.

ELECTRONIC INDUSTRIES ALLIANCE

By: 
Name: John Kelly
Title: Executive Vice President and General Counsel

Date: 7/31/02