

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Exide Technologies		02/06/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Strauss Discount Auto
Street Address:	9A Brick Plant Road
City:	S. River
State/Country:	NEW JERSEY
Postal Code:	08882
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Serial Number:	73410048	ULTRA ENERGY
Serial Number:	73561840	ULTRA ENERGY

CORRESPONDENCE DATA	
Fax Number:	(202)339-6052
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	202-625-3500
Email:	valerie.purdy@kmzr.com
Correspondent Name:	Peter J. Riebling, Esq.
Address Line 1:	1025 Thomas Jefferson Street, N.W.
Address Line 2:	Suite 700 - East Lobby
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20007

ATTORNEY DOCKET NUMBER:	320513.00765
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NAME OF SUBMITTER:	Valerie A. Purdy, Trademark Paralegal
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Total Attachments: 1 source=assignment_0001#page1.tif
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**ASSIGNMENT OF TRADEMARK REGISTRATIONS**

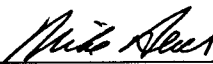
WHEREAS, Exide Technologies ("Exide"), a corporation organized and existing under the laws of the state of Delaware, having a principal place of business at of 13000 Deerfield Parkway, Suite 200, Alpharetta, Georgia 30004, owns all right, title and interest that may exist in and to the trademarks ULTRA ENERGY, U.S. Trademark Registration No. 1,407,450 and ULTRA ENERGY (& Design), U.S. Trademark Registration No. 1,274,201.

WHEREAS Strauss Discount Auto ("Strauss"), a corporation organized and existing under the laws of the state of Delaware, having a principal place of business at 9A Brick Plant Road, S. River, New Jersey 08882, is desirous of acquiring the foregoing identified trademarks and the registrations therefor and the goodwill of the business pertaining thereto;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Exide Technologies does hereby assign, effective as of April 1, 2001 unto the said Assignee all of their its right, title and interest that may exist in and to the above-identified trademarks and registrations therefor, together with the goodwill of the business symbolized by the trademarks.

Exide Technologies

Date: 2-6-04

By:   
Name: MIKE DEVER  
Title: VICE PRESIDENT MARKETING