

TRADEMARK ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Mobella AB		06/09/2004	CORPORATION: SWEDEN

RECEIVING PARTY DATA

Name:	Southco, Inc.
Street Address:	210 N. Brinton Lake Road
City:	Concordville
State/Country:	PENNSYLVANIA
Postal Code:	19331
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2624663	MOBELLA

CORRESPONDENCE DATA

Fax Number: (215)567-5057

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 215-568-4900

Email: ars@paulandpaul.com

Correspondent Name: Paul and Paul

Address Line 1: 2900 Two Thousand Market Street

Address Line 4: Philadelphia, PENNSYLVANIA 19103

ATTORNEY DOCKET NUMBER:

ARS SOUTHCO 011-04

NAME OF SUBMITTER:

Alex R. Sluzas

Total Attachments: 2

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CH 2624663 \$40.00

ASSIGNMENT

WHEREAS, Mobella AB, a Swedish corporation, has adopted, used and is using in the United States of America the trademark MOBELLA ("the Mark") which is registered in the United States Patent and Trademark Office, Registration No. 2,624,663, issued September 24, 2002, ("the Registration"), and

WHEREAS, Mobella AB is the owner of the entire right, title and interest in and to the Mark and the Registration, and

WHEREAS, Southco, Inc., a Delaware corporation, 210 N. Brinton Lake Road, Concordville, PA 19331, is desirous of acquiring the entire right, title and interest of Mobella AB in and to the Mark and the Registration;


NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, the parties hereto intending to be legally bound, said Mobella AB does hereby sell, assign, transfer and set over unto said Southco, Inc. all rights, title and interest in and to the Mark together with the good will of the business symbolized by the Mark, as well as U.S. Trademark Registration No. 2,624,663 for MOBELLA, and the right to recover damages and/or profits which have arisen from infringement of the Mark, the Mark to be held and enjoyed by Southco, Inc. for its own use and behoof, and to inure to the benefit of its successors and assigns, for the full extent and terms of any and all trademark registrations therefor, and any renewals thereof, and thereafter, as fully and entirely as the same would have been held and enjoyed by Mobella AB as if this assignment and sale had not been made.

And it is further covenanted and agreed by and on behalf of Mobella AB, its successors and assigns, that it will at any time, upon request, execute and deliver any and all papers, consents or declarations that may be necessary or desired to carry the full intentions for the foregoing assignment into effect.

IN WITNESS WHEREOF, Mobella AB has caused this Trademark Assignment to be executed by a duly authorized officer thereof, and Southco, Inc. has accepted this assignment by causing the same to be executed by a duly authorized officer thereof, to be effective as of June 6, 2003.


MOBELLA AB

6/9/04
Date


Claes Magnusson

SOUTHCO, INC.

June 21, 2004
Date


Alan Eisen, Esq.
Secretary