

03-12-2004

Docket No.:

M50-1199

Tab settings → → →

3.8.04



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al documents or copy thereof.

To the Director of the United States Patent and Trademark Office

1. Name of conveying party(ies):

Compagnie Generale des Etablissements Michelin - Michelin et Cie

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

Additional names(s) of conveying party(ies)  Yes  No

3. Nature of conveyance:

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

Execution Date: February 23, 2004

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

Name: Michelin North America, Inc.

Internal Address: \_\_\_\_\_

Street Address: One Parkway South

City: Greenville State: SC ZIP: 29615

Individual(s) citizenship \_\_\_\_\_

Association \_\_\_\_\_

General Partnership \_\_\_\_\_

Limited Partnership \_\_\_\_\_

Corporation-State New York

Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic designation is  Yes  N  
(Designations must be a separate document from Additional name(s) & address(es)  Yes  N

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,721,836

Additional numbers  Yes  No

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

Name: Michelin North America, Inc.

Internal Address: Intellectual Property Department

Street Address: P.O. Box 2026

City: Greenville State: SC ZIP: 29602

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:

13-3085

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.

Alan A. Csontos

Name of Person Signing

Signature

March 4, 2004

Date

Total number of pages including cover sheet, attachments, and

2

Mail documents to be recorded with required cover sheet information to:  
Mail Stop Recordation Services  
Director of the United States Patent and Trademark Office  
P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK  
REEL: 002925 FRAME: 0461

03/11/2004 RETRIEVE 0006976 133465 2721836 40.00M 01 FC:6521





## ASSIGNMENT

WHEREAS COMPAGNIE GENERALE DES ETABLISSEMENTS MICHELIN – MICHELIN ET CIE, a corporation organized and existing under the laws of the Republic of France, located at Clermont-Ferrand, France (hereinafter called “the Assignor”), is the proprietor of the trademark, “LA GUIA VERDE”, registered in the United States of America under Registration No. 2,721,836.

WHEREAS MICHELIN NORTH AMERICA, INC., a corporation organized and existing under the laws of New York, having its principal office located at One Parkway South, Greenville, South Carolina 29615, USA, (hereinafter called “the Assignee”), is desirous of acquiring said trademark together with the business and the goodwill of the business in connection with which the said trademark is used in so far as it relates to and covers the territory of the United States of America.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for valuable consideration, the receipt of which is hereby acknowledged, the said Assignor does hereby sell, assign and transfer unto the said Assignee, its successors and assigns, the entire right, title and interest in and to the said United States trademark and the United States trademark registration therefor, together with the business and the goodwill of the business in connection with which the said trademark is used and including the right to sue for past infringement and collect all damages and other recovery therefor.

IN WITNESS WHEREOF, each of the parties has caused this document to be executed, in duplicate copies, each of which shall be considered as an original, by its duly authorized representative.

This 23 day of February, 2004

COMPAGNIE GENERALE DES  
ETABLISSEMENTS MICHELIN –  
MICHELIN & CIE

By M. André CAMELOT

Title Authorised Officer

COMPAGNIE GENERALE DES  
ETABLISSEMENTS MICHELIN  
MICHELIN & C<sup>ie</sup>

MICHELIN NORTH AMERICA, INC. *AKC*

By William J. Guzick

Title William J. Guzick, Vice President

Compagnie Générale  
des Etablissements Michelin  
Place des Carmes-Déchaux  
63040 CLERMONT-FERRAND  
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Société en commandite par actions  
au capital de € 286 774 050  
Michelin et Cie  
855 200 887 R.C.S. Clermont-Ferrand

**TRADEMARK**

**RECORDED: 03/08/2004**

**REEL: 002925 FRAME: 0462**