

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
Carol Matthews		11/01/2004	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA	
Name:	Toyota Jidosha Kabushiki Kaisha
Trading As:	Toyota Motor Corporation
Street Address:	1, Toyota-cho
Internal Address:	Toyota-shi
City:	Aichi-ken
State/Country:	JAPAN
Postal Code:	471-8571
Entity Type:	CORPORATION: JAPAN

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2630716	JCRUISER
Registration Number:	2634451	JCRUISER

CORRESPONDENCE DATA	
Fax Number:	(703)413-2220
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	703-413-6456
Email:	tmdocket@oblon.com
Correspondent Name:	David J. Kera
Address Line 1:	1940 Duke Street
Address Line 4:	Alexandria, VIRGINIA 22314

ATTORNEY DOCKET NUMBER:	224395US-21
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DOMESTIC REPRESENTATIVE	
Name:	Oblon, Spivak, McClelland, Maier, et al.

CH \$65.00 2630716

Address Line 1: 1940 Duke Street
Address Line 4: Alexandria, VIRGINIA 22314

NAME OF SUBMITTER:

David J. Kera

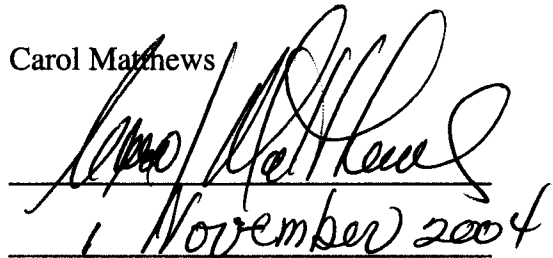
Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, Carol Matthews, an attorney at law, whose office address is Holland & Knight, 2099 Pennsylvania Avenue, N.W., Washington, D.C. 20006, acting as an agent and intermediary, has acquired by assignment from B & B Enterprises of N.C., LLC, the trademark JCRUISER and Registrations No. 2,630,716, issued October 8, 2002, and Registration No. 2,634,451, issued October 15, 2002, the said Carol Matthews by this instrument of Assignment assigns, transfers, conveys, and sets over unto Toyota Jidosha Kabushiki Kaisha, t/a Toyota Motor Corporation, a corporation of Japan, located at 1, Toyota-cho, Toyota-shi, Aichi-ken, Japan 471-8571, all of the rights, title, and interest acquired by the said Carol Matthews from B & B Enterprises of N.C., LLC in and to the trademark JCRUISER and Registration No. 2,630,716 and Registration No. 2,634,451, together with the goodwill connected with and symbolized by the trademark and the right to sue for past infringement prior to the date of this assignment as acquired by the said Carol Matthews from the said B & B Enterprises of N.C., LLC.


Carol Matthews

Signature:


1 November 2004

Date:

Please attach notarial acknowledgement.

Subscribed and sworn to before me, in my presence, this
1st day of November, 2004, a Notary Public
in and for the District of Columbia

Notary Public
My commission expires December 14, 2004