

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rolls-Royce PLC		12/23/1998	COMPANY: UNITED KINGDOM

RECEIVING PARTY DATA	
Name:	Hireus Limited
Street Address:	Kempson House 35-37 Camomile Street
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	EC3A 7AN
Entity Type:	COMPANY: UNITED KINGDOM

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	0197089	ROLLS ROYCE RR
Registration Number:	0325195	ROLLS-ROYCE

CORRESPONDENCE DATA	
Fax Number:	(202)383-6610
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2027830800
Email:	rennem@howrey.com
Correspondent Name:	Trina A. Longo
Address Line 1:	Howrey Simon Arnold & White, LLP
Address Line 2:	1299 Pennsylvania Ave., NW
Address Line 4:	Washington, DISTRICT OF COLUMBIA 200042402

DOMESTIC REPRESENTATIVE	
Name:	
Address Line 1:	
Address Line 2:	

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Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Trina A. Longo

Signature:

/trina a longo/

Date:

03/04/2005

Total Attachments: 5

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23

~~2~~ December 1998

ROLLS-ROYCE PLC

HIREUS LIMITED

ASSIGNMENT OF US TRADE MARKS

23
AN ASSIGNMENT OF TRADE MARKS made on ~~22~~ December 1998

BETWEEN

ROLLS-ROYCE PLC, a company incorporated in England with its registered office at 65 Buckingham Gate London SW1E 6AT (ROLLS-ROYCE).

HIREUS LIMITED a company incorporated in England with its registered office at Kernpson House 35-37 Camomile Street London EC3A 7AN (Assignee); and

WHEREAS

(A) ROLLS-ROYCE is the registered proprietor of the trade marks and applications for trade marks brief particulars of which are set out in Schedule 1 (the Trade Marks).

(B) ROLLS-ROYCE has agreed to assign the Trade Marks to the Assignee for the consideration set out in this Assignment.

REDACTED

IT IS AGREED AS FOLLOWS

1. In consideration of the sum of **REDACTED** ROLLS-ROYCE assigns to the Assignee all its right, title and interest in and to the Trade Marks free from any third party lien, charge or encumbrance together with all statutory and common law rights attaching thereto including the right to sue for damages and other remedies in respect of any infringement or misuse of any of the Trade Marks which may have occurred prior to the date of this Assignment and to retain any damages obtained as a result of any such action.
2. ROLLS-ROYCE confirms that this Assignment is made together with the goodwill of the Motor Car Business in which the Trade Marks are used or with that part of the goodwill of the Motor Car Business connected with the use of and symbolised by the Trade Marks and in this clause *Motor Car Business* means business in relation to (a) motor cars; (b) internal combustion engines (and such other alternative propulsion systems as may be developed), gearboxes, transmission systems, suspension systems, chassis and body shells, in each case, for motor cars; and (c) parts, fittings and accessories for all the aforesaid.
3. ROLLS-ROYCE shall execute such further documents and do such further acts as the Assignee may reasonably request from time to time, at the Assignee's expense, by way of further assurance of the rights assigned pursuant to the provisions of this Assignment.

TRADEMARK

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REDACTED

IN WITNESS whereof this Agreement has been executed by the duly authorised representatives of the parties the day and year first above written.

SCHEDULE 1

Registered Trade Marks/Applications to Register Trade Marks

Mark	Country	Class	Regn. No.	Goods
ROLLS-ROYCE BADGE	UNITED STATES	12	197089	Automobiles and chassis.
ROLLS-ROYCE	UNITED STATES	12	325195	Automobiles and chassis.

SIGNED by Richard Thomas Keep)
for and on behalf of)
ROLLS-ROYCE PLC)
in the presence of:)

Kene Velicki
Schibor
Noton Lane, London

SIGNED by)
for and on behalf of)
HIREUS LIMITED)
in the presence of:)

A. Harris
Schibor
Freshfields
London

R. T. Keep

[Signature]
J. Reul