

09-30-2004

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To the Director of the U. S. Patent and Trademark Office, _____ documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

HITACHI AMERICA, LTD.

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

Citizenship (see guidelines) New York Corporation

Execution Date(s) September 9, 2004

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

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

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: HITACHI HOME ELECTRONICS (AMERICA), INC.

Internal

Address: _____

Street Address: 900 Hitachi Way

City: Chula Vista

State: CALIFORNIA

Country: US

Zip: 91914-3556

Association Citizenship _____

General Partnership Citizenship _____

Limited Partnership Citizenship _____

Corporation Citizenship CALIFORNIA Corporation

Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

75/916,603

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

ULTRAVISION

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

Name: RONALD M. GOLDMAN, ESQ. ROTH & GOLDMAN

Internal Address: _____

Street Address: 21535 Hawthorne Blvd.- Suite 500

City: TORRANCE

State: CALIFORNIA

Zip: 90503

Phone Number: (310) 316-5399

Fax Number: (310) 316-9143

Email Address: rmgoldman@mindspring.com

6. Total number of applications and registrations involved:

ONE

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:

Ronald M. Goldman

Signature

September 22, 2004

Date

Ronald M. Goldman

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

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TRADEMARK
REEL: 003053 FRAME: 0745

09/30/2004
01 FC: B521
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INTERCOMPANY ASSIGNMENT

WHEREAS, HITACHI AMERICA, LTD., a corporation duly organized and existing under and by virtue of the laws of the state of New York, U.S.A., having a principal office and place of business at 900 Hitachi Way, Chula Vista, California 91914-3556, hereafter "Assignor", adopted and used the mark ULTRAVISION as a trademark on and in connection with Multimedia LCD Projectors, namely, electronic projector apparatus for reproducing electronically defined images supplied by an external electronic media source, such as video images, upon a liquid crystal ("LCD") panel and optically projecting the image formed on the LCD panel, and filed United States Application for Registration of that mark on Feb.11, 2000, Serial No. 75/916,603;

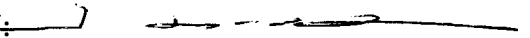
WHEREAS, HITACHI HOME ELECTRONICS (AMERICA), INC., a California Corporation having a principal office and place of business at 900 Hitachi Way, Chula Vista, California 91914-3556, hereafter "Assignee," is a subsidiary corporation of said Assignor and one-hundred per cent (100%) of the shares of stock in Assignee is owned and controlled by Assignor.

WHEREAS Assignor desires to transfer its ownership interest in and to the Trademarks to the subsidiary corporation of Assignor, namely, to the Assignee, and said Assignee is desirous of acquiring said Trademarks, the good will represented thereby and the application for registration thereof and any U.S. registration resulting from that application for registration;

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign, sell, transfer and set over unto said Assignee all right, title, and interest in and to the trademark ULTRAVISION as used in connection with Multimedia LCD Projectors together with the good will of the business symbolized by the trademark and the U.S application for registration thereof, S.N. 75/916,603. The foregoing transfer includes any and all causes of action heretofore accrued in the Assignors favor under rights in said trademark.

IN WITNESS WHEREOF the Assignor has executed this Assignment as of the 9th Day of September, 2004.

(ASSIGNOR)
HITACHI AMERICA, LTD.

BY: 

SHIGETAKA HIKOSAKA
Executive Vice-President & General Manager

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