

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
Familie Porsche AG Beteiligungsgesellschaft		03/14/2005	Limited Liability Company: AUSTRIA

RECEIVING PARTY DATA

Name:	Dr. Ing. h.c.F. Porsche AG
Street Address:	Porscheplatz 1
City:	Stuttgart
State/Country:	GERMANY
Postal Code:	70435
Entity Type:	Limited Liability Company: GERMANY

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2693374	THE ENGINEERS OF LUXURY
Registration Number:	2700357	THE ENGINEERS OF LUXURY
Registration Number:	2688728	THE ENGINEERS OF LUXURY
Registration Number:	2688729	THE ENGINEERS OF LUXURY
Registration Number:	2690945	THE ENGINEERS OF LUXURY
Registration Number:	2690946	THE ENGINEERS OF LUXURY
Registration Number:	2704638	THE ENGINEERS OF LUXURY
Registration Number:	2741779	THE ENGINEERS OF LUXURY

CORRESPONDENCE DATA

Fax Number: (617)832-7000
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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 Correspondent Name: Amy M. Kwan

CH \$215.00 2693374

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Address Line 2: Seaport World Trade Center West
Address Line 4: Boston, MASSACHUSETTS 02210-2600

DOMESTIC REPRESENTATIVE

Name: Susan Barbieri Montgomery, Esq.
Address Line 1: 155 Seaport Boulevard
Address Line 2: Seaport World Trade Center West
Address Line 4: Boston, MASSACHUSETTS 02210-2600

NAME OF SUBMITTER:	Amy M. Kwan
Signature:	/Amy M. Kwan/
Date:	04/11/2005

Total Attachments: 10
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TRADEMARK ASSIGNMENT

This Assignment was made by Familie Porsche AG Beteiligungsgesellschaft ("Assignor"), an Austrian limited liability company with offices at Giselakai 37, A-5020 Salzburg, Austria, and to Dr. Ing. h.c.F. Porsche AG ("Assignee"), a German limited liability company, with offices at Porscheplatz 1, 70435 Stuttgart, Germany.

WHEREAS, Assignor has adopted, used and registered the mark THE ENGINEERS OF LUXURY listed in the Schedule hereto (the "Mark").

WHEREAS, pursuant to a certain agreement between the parties dated 03, 12, 2004, Assignor has transferred to Assignee, effective as of December 3, 2004 all of Assignor's right, title and interest in and to the Mark; and

WHEREAS, Assignor and Assignee wish to confirm and memorialize the assignment of the Mark for purposes of recording the assignment with the U.S. Patent and Trademark Office and perfecting the assignment;

NOW, THEREFORE, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor hereby confirms the assignment to Assignee, effective as of December 3, 2004 of all right, title and interest in and to the Mark, including the U.S. registrations listed in the Schedule hereto and all renewals thereof, together with the goodwill of the business associated with the use of and symbolized by the Mark, and the right to sue and recover for past infringement of the Mark.

Familie Porsche AG Beteiligungsgesellschaft

Date: March 14, 2005
January 3, 2005

By: 

Name: Dr. Oliver Porsche

Title: Board Member

TRADEMARK SCHEDULE

Trademark Name	Registration Number	Class
THE ENGINEERS OF LUXURY	2693374	009
THE ENGINEERS OF LUXURY	2700357	012
THE ENGINEERS OF LUXURY	2688728	014
THE ENGINEERS OF LUXURY	2688729	014, 034
THE ENGINEERS OF LUXURY	2690945	016
THE ENGINEERS OF LUXURY	2690946	018
THE ENGINEERS OF LUXURY	2704638	025
THE ENGINEERS OF LUXURY	2741779	028