

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
Powerhouse, Inc.		07/05/2005	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	Performance Motor Research, Ltd.		
Street Address:	28 Martin Avenue		
City:	Remuera, Auckland		
State/Country:	NEW ZEALAND		
Entity Type:	COMPANY: NEW ZEALAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78426360	MAP-ECU	
CORRESPONDENCE DATA			
Fax Number:	(214)969-4343		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2149694214		
Email:	trademarkdallas@akingump.com		
Correspondent Name:	John Cone Akin Gump Strauss Hauer & Feld		
Address Line 1:	P.O. Box 688		
Address Line 4:	Dallas, TEXAS 75313-0688		
DOMESTIC REPRESENTATIVE			
Name:	John Cone Akin Gump Strauss Hauer & Feld		
Address Line 1:	P.O. Box 688		
Address Line 4:	Dallas, TEXAS 75313-0688		
NAME OF SUBMITTER:	John M. Cone		
Signature:	/johnmcone/		

CH \$40.00 78426360

Date:

07/11/2005

Total Attachments: 1

source=mapecuassignment#page1.tif

ASSIGNMENT

WHEREAS, **POWERHOUSE, INC.**, a Texas corporation, (hereinafter "Assignor"), is the owner of record of United States Trademark Application No. 78/426,360 for the trademark MAP-ECU (hereinafter the "Mark");

WHEREAS, **PERFORMANCE MOTOR RESEARCH, LTD.**, a company organized and existing under the laws of New Zealand, (hereinafter "Assignee), having a principal place of business at 28 Martin Avenue, Remuera, Auckland, New Zealand, desires to acquire the entire right, title and interest in and to the Mark and the registration therefor, together with the goodwill of the business connected with the use of and symbolized by the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the entire right, title and interest in and to the Mark and the registration therefor, together with the goodwill of the business connected with the use of and symbolized by said Mark, and the right to recover for any infringement of the Mark prior to this Assignment.

IN WITNESS WHEREOF, Assignor has executed this Assignment on this 5th day of July, 2005.

POWERHOUSE, INC.

By: Jarrett Humphreys, President
Jarrett Humphreys
President

STATE OF New Mexico
COUNTY OF TACS

BEFORE ME, the undersigned authority, on this day personally appeared JARRETT HUMPHREYS having been duly sworn by me, upon his oath states that he is President of Performance, Inc., that he has read and understands the foregoing instrument, that he is authorized to execute said instrument, and acknowledged to me that he executed same for the purposes and consideration therein expressed, in the capacity therein stated, and as the act and deed of said corporation.

SUBSCRIBED AND SWORN TO BEFORE ME, this 5th day of July, 2005.



Nancy Fortner
Signature of Notary Public

Error! Unknown document property name.