

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
Shure Incorporated		09/02/2005	CORPORATION:
RECEIVING PARTY DATA			
Name:	Shure Acquisition Holdings, Inc.		
Street Address:	5800 W. Touhy Avenue		
City:	Niles		
State/Country:	ILLINOIS		
Postal Code:	60714-4608		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2667217	PERFORMANCE GEAR	
CORRESPONDENCE DATA			
Fax Number:	(312)463-5001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(312) 463-5000		
Email:	bwptotm@bannerwitcoff.com		
Correspondent Name:	Banner & Witcoff, Ltd.		
Address Line 1:	10 South Wacker Dr.		
Address Line 2:	Suite 3000		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	J. Pieter van Es		
Signature:	/J. Pieter van Es/		
Date:	09/08/2005		

Total Attachments: 2

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**TRADEMARK
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WORLDWIDE ASSIGNMENT OF TRADEMARK

This Assignment, effective as of the date of the last signature to this Assignment, is by and between Shure Incorporated, an Illinois corporation having offices at 5800 W. Touhy Avenue, Niles, Illinois 60714, USA ("Shure") and Shure Acquisition Holdings, Inc., an Illinois corporation having an office at 5800 W. Touhy Avenue, Niles, Illinois 60714-4608, USA ("SAH").

1. Shure is the owner of right, title and interest in, along with all goodwill symbolized thereby for, the mark "PERFORMANCE GEAR" for microphones, including U.S. Trademark Registration No. 2,667,217 as well as the trademark filing identified in Exhibit A (collectively, the "Trademark").

2. Shure wishes to assign, worldwide, the Trademark to SAH in connection with a corporate restructuring.

3. SAH hereby agrees to grant a worldwide exclusive license to the Trademark to Shure and will execute such an agreement concurrently herewith.

4. In consideration of SAH's agreement to grant a worldwide exclusive license to Shure and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Shure has assigned and hereby assigns, transfers, conveys and sets over to SAH, the entire right, title and interest in to the Trademark including title to all registrations issuing from all applications therefore, worldwide, along with the worldwide goodwill of the business connected with the Trademark, the same to be held and enjoyed by SAH, its successors, assigns and other legal representatives. Shure further assigns to SAH worldwide all right to sue for and collect all damages accruing from past, present and future infringement of the Trademark.

IN WITNESS WHEREOF, this worldwide Assignment is executed on this 2ND day of SEPT., 2005.

SHURE INCORPORATED

By: _____

Name: Jeffrey Krull

Title: Vice President - Engineering

IN WITNESS WHEREOF, this worldwide Assignment is executed on this 2ND day of SEPT., 2005.

SHURE ACQUISITION HOLDINGS, INC.

By: _____

Name: Jeffrey Krull

Title: Vice President

EXHIBIT A

COUNTRY	APPLICATION / REGISTRATION No.	TRADEMARK	BANNER & WITCOFF'S REFERENCE NO.
CTM	2570372	PERFORMANCE GEAR	10886.00174
Argentina	2365543	PERFORMANCE GEAR	10886.00354
Bolivia	90404C	PERFORMANCE GEAR	10886.00355
Brazil	824357833	PERFORMANCE GEAR	10886.00356
Canada	TMA604808	PERFORMANCE GEAR	10886.00357
Chile	642690	PERFORMANCE GEAR	10886.00358
China	3095213	PERFORMANCE GEAR	10886.00359
Colombia	265964	PERFORMANCE GEAR	10886.00360
Ecuador	20102	PERFORMANCE GEAR	10886.00361
El Salvador	79 Book 177	PERFORMANCE GEAR	10886.00362
Guatemala	123235	PERFORMANCE GEAR	10886.00363
Hong Kong	2003B07530	PERFORMANCE GEAR	10886.00364
Indonesia	535900	PERFORMANCE GEAR	10886.00365
Japan	4595217	PERFORMANCE GEAR	10886.00366
Republic of Korea	566579	PERFORMANCE GEAR	10886.00367
Malaysia	2002-01573	PERFORMANCE GEAR	10886.00368
Mexico	752534	PERFORMANCE GEAR	10886.00369
Paraguay	264176	PERFORMANCE GEAR	10886.00370
Peru	081237	PERFORMANCE GEAR	10886.00371
Philippines	4-2002-0001234	PERFORMANCE GEAR	10886.00372
Singapore	T02/01665J	PERFORMANCE GEAR	10886.00373
Taiwan	1028222	PERFORMANCE GEAR	10886.00374
Thailand	Kor166704	PERFORMANCE GEAR	10886.00375
Uruguay	337145	PERFORMANCE GEAR	10886.00376
Vietnam	47681	PERFORMANCE GEAR	10886.00377
Venezuela	P246234	PERFORMANCE GEAR	10886.00378