

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
American Suzuki Motor Corporation		02/02/2006	CORPORATION:
RECEIVING PARTY DATA			
Name:	Suzuki Motor Corporation		
Street Address:	300 Takatsuka-cho		
Internal Address:	Hamamatsu-shi		
City:	Shizuoka-ken		
State/Country:	JAPAN		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1956864	ESTEEM	
CORRESPONDENCE DATA			
Fax Number:	(202)393-5350		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202 638-6666		
Email:	trademark@jhip.com, smoskowitz@jhip.com		
Correspondent Name:	Simor L. Moskowitz		
Address Line 1:	400 Seventh Street, NW		
Address Line 2:	Suite 600		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	T35656US0		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

OP \$40.00 1956864

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Simor L. Moskowitz

Signature:

/Simor L. Moskowitz/

Date:

03/15/2006

Total Attachments: 1

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made this date between AMERICAN SUZUKI MOTOR CORPORATION, a California corporation, whose principal place of business is 3251 E. Imperial Highway, Brea, California 92821 (hereinafter referred to as "Assignor"), and SUZUKI MOTOR CORPORATION., a corporation organized and existing under the laws of Japan, whose principal place of business is 300 Takatsuka-cho, Hamamatsu-shi, Shizuoka-ken, Japan (hereinafter referred to as "Assignee").


WHEREAS, Assignor has adopted, used and is using, and is the owner of the trademark ESTEEM and the U.S. registration therefor, No. 1,956,864 issued February 13, 1996 (hereinafter referred to as the "ASSIGNED TRADEMARK"); and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest of Assignor in and to the ASSIGNED TRADEMARK, and the listed registration, together with the goodwill of the business pertaining thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee, its entire right, title and interest in and to the ASSIGNED TRADEMARK, and the identified U.S. registration therefor, together with the whole of the goodwill of the business pertaining thereto, the same and the rights of Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made.

IN TESTIMONY WHEREOF, Assignor has caused its name to be signed and its seal to be affixed, by its duly authorized officer, this 2nd day of Feb., 2006.

AMERICAN SUZUKI MOTOR CORPORATION

By: 
Name: YUTAKA SUZUKI
Title: Exec. Dir., Planning