# TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet 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 |
|---|---|---|---|
| Memorex International, Inc. | | 04/27/2006 | CORPORATION: VIRGIN ISLANDS, BRITISH |

RECEIVING PARTY DATA

| | |
|---|---|
| Name: | Imation Corp. |
| Street Address: | One Imation Place |
| City: | Oakdale |
| State/Country: | MINNESOTA |
| Postal Code: | 55128 |
| Entity Type: | CORPORATION: DELAWARE |

PROPERTY NUMBERS Total: 46

| Property Type | Number | Word Mark |
|---|---|---|
| Registration Number: | 2859012 | ACTION X |
| Registration Number: | 1410234 | CDX II |
| Registration Number: | 2066549 | DBS |
| Serial Number: | 78516369 | DIRECTOR'S CUT |
| Serial Number: | 78590761 | DIRECTOR |
| Serial Number: | 78590861 | |
| Serial Number: | 78590834 | |
| Serial Number: | 78480563 | DURALAYER |
| Serial Number: | 78569061 | DURALAYER TECHNOLOGY |
| Registration Number: | 1520657 | M |
| Registration Number: | 2483832 | EMEMOREX |
| Registration Number: | 2503153 | EMEMOREX.COM |
| Registration Number: | 2698462 | |
| | | |

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|---|---|---|
| Registration Number: | 2637121 | FLASH GEAR |
| Registration Number: | 2748810 | IS IT LIVE OR IS IT MEMOREX? |
| Registration Number: | 2697895 | IS IT LIVE? |
| Registration Number: | 2632346 | IT'S YOUR THING |
| Serial Number: | 78732362 | LIFE LIVES ON MEMOREX |
| Serial Number: | 76374149 | M |
| Serial Number: | 78569080 | M FLYER |
| Registration Number: | 1686110 | MEMOREX |
| Registration Number: | 1557540 | MEMOREX |
| Registration Number: | 1562126 | MEMOREX |
| Registration Number: | 1561916 | MEMOREX |
| Registration Number: | 989948 | MEMOREX |
| Registration Number: | 734922 | MEMOREX |
| Registration Number: | 2599345 | MEMOREX |
| Registration Number: | 2547268 | MEMOREX |
| Registration Number: | 2992498 | MEMOREX |
| Registration Number: | 2802233 | MEMOREX |
| Registration Number: | 2548308 | MEMOREX COMPUTER SUPPLIES |
| Serial Number: | 78700803 | MEMOREX MOBILE MEDIA |
| Registration Number: | 1669213 | MEMOREX TELEX |
| Serial Number: | 78516365 | M-FLYER |
| Registration Number: | 3024397 | MODZ |
| Registration Number: | 2756828 | MOUSEPORT |
| Serial Number: | 76036692 | MPOCKET |
| Registration Number: | 1569407 | MRX |
| Registration Number: | 1386462 | SAFEGUARD SYSTEM |
| Registration Number: | 2602800 | SCROLLPRO |
| Registration Number: | 1062145 | |
| Registration Number: | 1501057 | SONIC-LITE |
| Serial Number: | 78700746 | TRAVELBRIDGE |
| Registration Number: | 2916411 | TRAVELDRIVE |
| Serial Number: | 78700782 | TRAVELLINK |
| Serial Number: | 78700791 | TRAVELSYNC |

CORRESPONDENCE DATA

Fax Number: (612)340-8856
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*
Phone: (612) 492-6853
Email: ip.docket@dorsey.com
Correspondent Name: Paul Mussell
Address Line 1: 50 South Sixth Street
Address Line 2: Suite 1500
Address Line 4: Minneapolis, MINNESOTA 55402-1498

| | |
|---|---|
| ATTORNEY DOCKET NUMBER: | 8013 |
| NAME OF SUBMITTER: | Paul Mussell |
| Signature: | /Paul Mussell/ |
| Date: | 05/01/2006 |

Total Attachments: 2
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14. US-tm.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK ASSIGNMENT

WHERAS, Memorex International, Inc., a British Virgin Islands Corporation, located at 8th Floor, Paul Y Centre, 51 Hung To Road, Kwon Tong, Kowloon, Hong Kong, has adopted, is using or has an intent-to-use the trademarks shown in Schedule 1, attached hereto, with registrations or application in the United States Patent and Trademark Office (the "Trademarks"): and

WHEREAS, Imation Corp., a Delaware corp. located at One Imation Place, Oakdale, Minnesota 55128, is desirous of acquiring said Trademarks and the registrations or applications thereof as successor in interest to the business pertaining to the Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Memorex International, Inc. does hereby assign unto Imation Corp., all of its right, title and interest in and to said Trademarks, together with the goodwill of the business symbolized by the marks, and the registration and applications thereof.

Memorex International, Inc.

Date: 27 April 2006

By: ×

Name: KEE Shui Wah

Title: Authorized Signatory

attachment: Schedule 1

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United States Trademark Schedule 1

| Title | Application No. | Registration No. |
|---|---|---|
| ACTION X | 78/234,153 | 2,859,012 |
| CDX II | 73/583,252 | 1,410,234 |
| DBS | 75/045,403 | 2,066,549 |
| DIRECTOR'S CUT | 78/516,369 | |
| DIRECTOR'S CUT CHAIR DESIGN | 78/590,761 | |
| DIRECTOR'S CUT FILM CANISTER DESIGN | 78/590,861 | |
| DIRECTOR'S CUT FILM STRIP DESIGN | 78/590,834 | |
| DURALAYER | 78/480,563 | |
| DURALAYER TECHNOLOGY AND DESIGN | 78/569,061 | |
| DYNAMIC M DESIGN | 73/720,523 | 1,520,657 |
| EMEMOREX | 76/028,754 | 2,483,832 |
| EMEMOREX.COM | 76/028,752 | 2,503,153 |
| FLASH CARD HOLDER DESIGN | 76/216,883 | 2,698,462 |
| FLASH GEAR | 76/263,079 | 2,637,121 |
| IS IT LIVE OR IS IT MEMOREX? | 78/098,463 | 2,748,810 |
| IS IT LIVE? | 78/107,965 | 2,697,895 |
| IT'S YOUR THING | 75/848,030 | 2,632,346 |
| LIFE LIVES ON MEMOREX | 78/732,362 | |
| M AND HALO DESIGN | 76/374,149 | |
| M FLYER AND DESIGN | 78/569,080 | |
| MEMOREX | 74/062,808 | 1,686,110 |
| MEMOREX | 73/762,074 | 1,557,540 |
| MEMOREX | 73/762,073 | 1,562,126 |
| MEMOREX | 73/762,075 | 1,561,916 |
| MEMOREX | 72/438,066 | 989,948 |
| MEMOREX | 72/124,571 | 734,922 |
| MEMOREX | 76/250,352 | 2,599,345 |
| MEMOREX | 76/268,302 | 2,547,268 |
| MEMOREX | 78/451,520 | 2,992,498 |
| MEMOREX AND HALO DESIGN | 78/109,148 | 2,802,233 |
| MEMOREX COMPUTER SUPPLIES | 76/028,758 | 2,548,308 |
| MEMOREX MOBILE MEDIA | 78/700,803 | |
| MEMOREX TELEX | 73/744,276 | 1,669,213 |
| M-FLYER | 78/516,365 | |
| MODZ | 78/272,902 | 3,024,397 |
| MOUSEPORT | 76/205,136 | 2,756,828 |
| MPOCKET | 76/036,692 | |
| MRX | 73/781,364 | 1,569,407 |
| SAFEGUARD SYSTEM | 73/494,678 | 1,386,462 |
| SCROLLPRO | 76/293,953 | 2,602,800 |
| SHATTERING GLASS DESIGN | 73/099,461 | 1,062,145 |
| SONIC-LITE | 73/668,036 | 1,501,057 |
| TRAVELBRIDGE | 78/700,746 | |
| TRAVELDRIVE | 78/340,361 | 2,916,411 |
| TRAVELLINK | 78/700,782 | |
| TRAVELSYNC | 78/700,791 | |