

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
Yamaha Hatsudoki Kabushiki Kaisha also known as Yamaha Motor Co, Ltd.		11/13/2006	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	Yamaha Corporation		
Street Address:	10-1 Nakazawa-cho, Hamamatsu-shi		
City:	Shizuoka-ken		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	0688208	YAMAHA	
Registration Number:	2017999	YAMAHA	
Registration Number:	0866762	YAMAHA	
Registration Number:	0895888		
CORRESPONDENCE DATA			
Fax Number:	(949)760-9502		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9497600404		
Email:	efiling@kmob.com		
Correspondent Name:	Catherine J. Holland		
Address Line 1:	2040 Main Street		
Address Line 2:	14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	YAMAT.786GEN		

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DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Catherine J. Holland
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Signature:	/Catherine J. Holland/
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Date:	11/30/2006
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TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the 13 day of November, 2006, by and between Yamaha Hatsudoki Kabushiki Kaisha, also known as Yamaha Motor Co., Ltd., a Japan corporation having a place of business at 2500 Shingai, Iwata-Shi, Shizuoka-Ken, Japan (hereinafter referred to as "ASSIGNOR"), and Yamaha Corporation, a Japan corporation having a place of business at 10-1, Nakazawa-cho, Hamamatsu-shi, Shizuoka-Ken, Japan (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used, is using, and is, to the best of its knowledge and belief, the owner of the trademarks listed in Schedule A, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Trademarks") worldwide;

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of the federal trademark registrations relating to the Trademarks listed in Schedule B, attached hereto and incorporated herein by reference (hereinafter collectively referred to as "Registrations");

WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the Trademarks and Registrations worldwide;

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks and Registrations worldwide;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the following:

- (1) the Trademarks set forth in Schedule A; and
- (2) the Registrations set forth in Schedule B;

Together with the goodwill symbolized by said Trademarks and Registrations, and concurrent with the transfer of certain tangible assets as indicia of said goodwill.

Date: November 13, 2006

YAMAHA HATSUDOKI KABUSHIKI KAISHA, aka
YAMAHA MOTOR CO., LTD.

By: Makoto Oguri

Name: Makoto Oguri

Title: Department Manager, Intellectual Property Group,
Legal & Intellectual Property Division

SCHEDULES TO TRADEMARK ASSIGNMENT


SCHEDULE A

Marks: YAMAHA and



SCHEDULE B

Federal Trademark Registration(s):

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
YAMAHA	688208	Nov. 17, 1959
YAMAHA	2017999	Nov. 19, 1996
YAMAHA	866762	Mar. 18, 1969
YAMAHA	1150112 – Class 4 only	April 7, 1981
	895888	Aug. 4, 1970

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