

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
TDK Corporation		09/26/2007	CORPORATION: JAPAN
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: 2			
Property Type	Number	Word Mark	
Serial Number:	76628675	DURABIS	
Serial Number:	76624548	DURABIS	
CORRESPONDENCE DATA			
Fax Number:	(612)340-8856		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	612-343-2178		
Email:	ip.docket@dorsey.com		
Correspondent Name:	Elizabeth C. Buckingham		
Address Line 1:	50 South Sixth Street		
Address Line 2:	Suite 1500		
Address Line 4:	Minneapolis, MINNESOTA 55402-1498		
ATTORNEY DOCKET NUMBER:	71947; 71948		
NAME OF SUBMITTER:	Elizabeth C. Buckingham		
Signature:	/Elizabeth C. Buckingham/		

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REEL: 003662 FRAME: 0871

Date:

11/19/2007

Total Attachments: 2

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK ASSIGNMENT

WHEREAS, TDK Corporation, a corporation organized under the laws of Japan, whose principal place of business is 13-1, Nihonbashi 1-chome, Chuo-ku, Tokyo, Japan ("Assignor"), has either adopted or intends to use the trademarks shown in Schedule A, attached hereto, which includes one registration and one pending application in the United States Patent and Trademark Office (the "Trademarks"); and

WHEREAS, Imation Corp., a Delaware corporation whose principal place of business is One Imation Place Oakdale, Minnesota, United States 55128 ("Assignee"), is desirous of acquiring said Trademarks and the registration and application thereof as successor in interest to the business pertaining to the Trademarks;

WHEREAS, with respect to the Trademark that is an intent-to-use application where an allegation of use under Sections 1(c) or 1(d) of the Lanham Act has not yet been filed, Assignor is assigning this mark as part of the entire business or portion thereof to which the mark pertains as required by Section 10 of the Lanham Act.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title, and interest in and to the Trademarks (including all claims for profits and damages by reason of past infringement of the Trademarks) and the goodwill of the business symbolized thereby.

This assignment shall be effective as of September 26, 2007, shall be binding on the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.


TDK CORPORATION

By: 

Name: Shiro Nomi

Title: Senior Vice President

Schedule A

Mark	Status	Ser. No./ Reg. No.	App. Date/ Reg. Date
DURABIS	Pending application, based on intent-to-use	Ser. No. 76/624,548	App. Date: Dec. 14, 2004
	Registered	Reg. No. 3,296,007	Reg. Date: Sep. 25, 2007