

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
BrandGroup GmbH		08/25/2008	CORPORATION:
RECEIVING PARTY DATA			
Name:	motiondrive AG		
Street Address:	Dr.-Muller-Str. 7		
City:	Weiden		
State/Country:	GERMANY		
Postal Code:	92637		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77051870	MAXBOOK	
CORRESPONDENCE DATA			
Fax Number:	(617)395-7070		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	smgtrademarks@LL-A.com		
Correspondent Name:	Sarah M. Gates		
Address Line 1:	One Main Street		
Address Line 4:	Cambridge, MASSACHUSETTS 02142		
ATTORNEY DOCKET NUMBER:	B2028-2001		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			
Address Line 4:			

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NAME OF SUBMITTER:	Sarah M. Gates
Signature:	/Sarah M. Gates/
Date:	11/05/2008
Total Attachments: 2 source=B2028_Assignment#page1.tif source=B2028_Assignment#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Brandgroup GmbH., a German corporation having an address at Holunderweg 3, Schirmitz, Germany, 92718, is the owner of record of the U.S. Trademark Application No. 77/051,870 for the mark MAXBOOK (the Mark); and

WHEREAS, motiondrive AG, a German corporation having an address at Dr.-Muller-Str. 7, 92637 Weiden, Germany, is a successor in interest to the business to which the Mark pertains;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, BrandGroup GmbH does assign and confirm the assignment unto motiondrive AG all right, title, and interest in and to the Mark in the United States and foreign countries, the business to which the Mark pertains, the goodwill of the business symbolized by the Mark, the application, and any Registrations therefor, and the right to recover for past infringement.

Date: 25.08.08

BrandGroup GmbH

W. K. ~~WEDNER KRAFTS~~

Date: 25.08.08

CHRISTIAN SIEGEL ~~A. W.~~
Witness

Date: 25.08.08

EM COPE ~~X J. O.~~
Witness

ACCEPTED AND ACKNOWLEDGED

motiondrive AG W. K.
WERNER KRACHTUS

Date: 25.08.08

CHRISTIAN SIGRITZ d. v. t.
Witness

Date: 25.08.08

EVA GÖTZ J. P. G.
Witness

Date: 25.08.08