

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
TBWA\G1		02/05/2009	COMPANY: FRANCE
RECEIVING PARTY DATA			
Name:	Nissan Jidosha Kabushiki Kaisha		
Trading As:	TA Nissan Motor Co., Ltd.		
Street Address:	No. 2 Takaracho, Kanagawa-ku, Yokohama-shi		
City:	Kanagawa-ken		
State/Country:	JAPAN		
Entity Type:	COMPANY: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77442742	BLUE CITIZENSHIP	
CORRESPONDENCE DATA			
Fax Number:	(212)425-5288		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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Email:	tmdocketny@kenyon.com		
Correspondent Name:	James E. Rosini, Esq.		
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Address Line 4:	New York, NEW YORK 10004		
ATTORNEY DOCKET NUMBER:	11474/4		
DOMESTIC REPRESENTATIVE			
Name:	James E. Rosini, Esq.		
Address Line 1:	One Broadway		
Address Line 4:	New York, NEW YORK 10004		

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NAME OF SUBMITTER:	James E. Rosini, Esq.
Signature:	/James E. Rosini/
Date:	02/09/2009
Total Attachments: 1 source=BLUE CITIZENSHIP - U.S. assignment document#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, TBWAGI, a company organized under the laws of France, and with a place of business at 162-164, rue de Billancourt, 92100 Boulogne, Billancourt, France, (hereinafter "Assignor") is the owner of all right, title and interest in and to the trademark BLUE CITIZENSHIP, Serial No. 77/442,742, (the "Trademark"); and

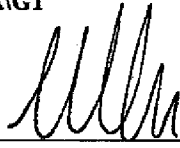
WHEREAS, NISSAN JIDOSHA KABUSHIKI KAISHA, also trading as NISSAN MOTOR CO., LTD., a company organized under the laws of Japan, having a business address at No. 2 Takaracho, Kanagawa-ku, Yokohama-shi, Kanagawa-ken, Japan, (hereinafter "Assignee"). Assignee wishes to acquire from Assignor all of Assignor's rights in and to the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee, of all of its rights, title and interest in and to the Trademark, together with the goodwill of the business appurtenant to and symbolized by the Trademark and including, without limitation, all common law rights in and to the Trademark and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademark, to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

Assignor is assigning the Trademark as part of that portion of the goodwill of the business to which the Trademark pertains as required by Section 10 of the Trademark Act (15 U.S.C. §1060).

TBWAGI

Date: 5/2/09


Name: _____
Title: Ewan E. Veitch

Managing Director.

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