

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hitachi Home Electronics (America), Inc.		03/24/2009	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Kabushiki Kaisha Hitachi Seisakusho
Doing Business As:	DBA Hitachi, Ltd.
Street Address:	6-6, Marunouchi 1-chome, Chiyoda-ku
City:	Tokyo
State/Country:	JAPAN
Postal Code:	100-8220
Entity Type:	CORPORATION: JAPAN

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	0867623	THE MAGIC WAND

CORRESPONDENCE DATA

Fax Number: (914)333-2785
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 914-333-2959
 Email: thao.nguyen@hal.hitachi.com
 Correspondent Name: Thao Nguyen
 Address Line 1: Hitachi America, Ltd.
 Address Line 2: 50 Prospect Avenue
 Address Line 4: Tarrytown, NEW YORK 10591

ATTORNEY DOCKET NUMBER:	HTL TM02
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DOMESTIC REPRESENTATIVE

Name: Thao Nguyen

CH \$40.00 0867623

Address Line 1: Hitachi America, Ltd.
Address Line 2: 50 Prospect Avenue
Address Line 4: Tarrytown, NEW YORK 10591

NAME OF SUBMITTER:	Thao Nguyen
Signature:	/Thao Nguyen/
Date:	03/26/2009
Total Attachments: 1 source=MagicWand Assignment (2)#page1.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Agreement") made and entered into this 24th day of March 2009, by and between Hitachi Home Electronics (America), Inc., a California corporation, having its principal place of business at 900 Hitachi Way, Chula Vista, California 91914 (hereinafter the "Assignor"), and Hitachi, Ltd., a company organized and existing under the laws of Japan and having its principal place of business at 6-6, Marumouchi 1-chome, Chiyoda-ku, Tokyo, Japan (hereinafter the "Assignee").

WHEREAS, Assignor is the owner of or has rights in the United States trademark registration "THE MAGIC WAND", Registration number 8,676,23 covering "electric massagers" (the "Trademark"), including all common law rights related thereto, and made a part hereof, and

WHEREAS, Assignor wishes to convey all of its right, title and interest in and to the Trademark to Assignee; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor does hereby sell, grant, assign, convey and transfer unto Assignee or its designee, all of Assignor's right, title and interest in and to the Trademark, the registration, and all common law rights related thereto, together with the goodwill of the business connected with the use of, and symbolized by, such Trademark.

Assignor agrees that it shall execute all further documents reasonably necessary to perfect Assignee's title to the Trademark.

IN WITNESS WHEREOF, Assignor has caused this assignment to be duly executed on this 24th day of March 2009.



Assignor Signature

Hitachi Home Electronics (America), Inc.

Name: Takashi Taniguchi

Title: V.P. & Chief Financial Officer