

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Procter & Gamble Company		04/21/2009	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Ford Motor Company		
Street Address:	One American Road		
City:	Dearborn		
State/Country:	MICHIGAN		
Postal Code:	48126		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3607777	SUPER DUTY	
CORRESPONDENCE DATA			
Fax Number:	(248)358-3351		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(248) 358-4400		
Email:	mmcrandall@brookskushman.com		
Correspondent Name:	Molly Mack Crandall		
Address Line 1:	1000 Town Center, 22nd Floor		
Address Line 4:	Southfield, MICHIGAN 48075-1238		
ATTORNEY DOCKET NUMBER:	FMCTA20604OC/A81161242		
NAME OF SUBMITTER:	Molly Mack Crandall		
Signature:	/Molly Mack Crandall/		
Date:	04/27/2009		

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Total Attachments: 1

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ASSIGNMENT OF TRADEMARK

WHEREAS, THE PROCTER & GAMBLE COMPANY, an Ohio corporation, with its principal place of business at One P&G Plaza, Cincinnati, Ohio 45202 ("Assignor"), is the owner of the following trademark and registration thereof in the United States Trademark Office:

<u>Serial No.</u>	<u>Reg. No.</u>	<u>Mark</u>	<u>Issued</u>
78/963,791	3,607,777	SUPER DUTY	April 14, 2009

WHEREAS, FORD MOTOR COMPANY, a Delaware corporation, with its principal place of business at One American Road, Dearborn, Michigan 48126 ("Assignee"), is desirous of acquiring said trademark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the said trademark, together with the goodwill of the business symbolized by the trademark, and the above identified registration thereof.

THE PROCTER & GAMBLE COMPANY, Assignor

By: Carl J. Roof
Carl J. Roof
Assistant Secretary

Dated: 4-21-09