

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
Philips Electronics North America Corporation		03/20/2009	CORPORATION:
RECEIVING PARTY DATA			
Name:	Bose Corporation		
Street Address:	Mountain Road		
Internal Address:	MS40		
City:	Framingham		
State/Country:	MASSACHUSETTS		
Postal Code:	01701		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78488243	DIGITAL LIFESTYLE OUTFITTERS	
CORRESPONDENCE DATA			
Fax Number:	(508)766-6971		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	508-766-6276		
Email:	Michelle_Brownlee@bose.com		
Correspondent Name:	Michelle Brownlee		
Address Line 1:	Mountain Road		
Address Line 2:	MS 40		
Address Line 4:	Framingham, MASSACHUSETTS 01701		
NAME OF SUBMITTER:	Michelle Brownlee		
Signature:	/Michelle Brownlee/		
Date:	05/04/2009		

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Total Attachments: 2

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TRADEMARK ASSIGNMENT

KNOW ALL MEN BY THESE PRESENTS:

WHEREAS, Philips Electronics North America Corporation, successor-in-interest by merger with Netalog, Inc., and a corporation organized and existing under the laws of the State of Delaware, having its principal office and place of business at principal office and place of business at 3000 Minuteman Road, Building One, Andover, MA 01810, (hereinafter "ASSIGNOR"), has adopted, used and is using the trademark DIGITAL LIFESTYLE OUTFITTERS and has ownership of U.S. Trademark Application Serial No. 78/488,243 published in the Official Gazette of March 28, 2006, (hereinafter "the Trademark"), and


WHEREAS, Bose Corporation, a corporation duly organized and existing under the laws of the State of Delaware, and having a principal office and place of business at The Mountain, Framingham, Massachusetts 01701-9168, (hereinafter "ASSIGNEE"), is desirous of acquiring the Trademark;

NOW, THEREFORE, IT IS HEREBY AGREED:

In consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged by said ASSIGNOR, said ASSIGNOR by these presents, does hereby sell, transfer, convey and assign unto said ASSIGNEE the entire right, title and interest in and to the Trademark, the registration for said

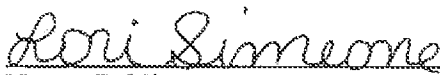
Trademark, the right to recover for past infringement of said Trademark, and the good will associated with the Trademark.

IN WITNESS WHEREOF, ASSIGNOR has executed this instrument on this 20th day of March, 2009.


Name: Joseph E. Innamorati
Title: Sr. Vice President
Philips Electronics North America Corporation,
ASSIGNOR

State of Connecticut)
County of Fairfield)⁵⁵

On this 20th day of March, 2009 before me personally appeared Joseph E. Innamorati of Philips Electronics Corporation North America (ASSIGNOR), a corporation organized and doing business under the laws of the State of Delaware, that he is duly authorized and appointed by the said corporation to set the signature and seal of said corporation to the within instrument of assignment and sale, and acknowledged the same to be the free act and deed of said corporation; and that the seal hereto affixed is the seal of the said corporation.


Notary Public

My Commission Expires: _____
LORI SIMEONE
NOTARY PUBLIC
COMMISSION EXPIRES 12/31/2013

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