

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
Marc Mazzacurati		02/10/2009	INDIVIDUAL: FRANCE
RECEIVING PARTY DATA			
Name:	Financiere Batteur SA		
Street Address:	Avenue du General de Gaulle F-14200		
City:	Herouville Saint Clair		
State/Country:	FRANCE		
Entity Type:	CORPORATION: FRANCE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1777602	HEI POA	
CORRESPONDENCE DATA			
Fax Number:	(202)393-5350		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202 638 6666		
Email:	trademark@jhip.com,glewis@jhip.com,tcaudell@jhip.com		
Correspondent Name:	George W. Lewis		
Address Line 1:	400 7th Street NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	T37196US0		
DOMESTIC REPRESENTATIVE			
Name:	George W. Lewis		
Address Line 1:	400 7th Street NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
NAME OF SUBMITTER:	George W. Lewis		

OP \$40.00 1777602

Signature:	/george lewis/
Date:	07/28/2009
Total Attachments: 2 source=20090728162425246#page1.tif source=20090728162425246#page2.tif	

ASSIGNMENT

THIS ASSIGNMENT is made between Mazzacurati, Marc, an INDIVIDUAL and citizen of FRANCE (hereinafter referred to as "Assignor") with a place of business at 11 Rue Brezin, 75014 Paris, France, and Financiere Batteur SA, a French corporation, with a place of business at Avenue du Général de Gaulle F-14200 Herouville Saint Clair, France (hereinafter referred to as "Assignee");

WHEREAS, Assignee has adopted and is using the HEI POA trademark and is the owner of corresponding United States Patent Office Trademark Registration No. 1777602 June 22, 1993; (hereinafter Assignor's Mark);

WHEREAS, on or about Jan. 5th 2006 the Assignor did assign to the Assignee the ASSIGNOR'S MARK including the U.S. registration therefor, and the goodwill of the business pertaining thereto;

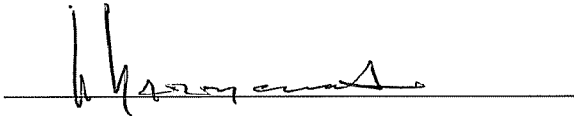
WHEREAS Assignor agreed, at the request of Assignee, to execute any further papers necessary to effect the transfer of the ASSIGNED MARK to secure the Assignee in its full and complete enjoyment of its right to the ASSIGNED MARKS and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the ASSIGNED MARK, together with the goodwill of the business pertaining thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNEE, does hereby sell, assign, set over and transfer to said ASSIGNOR, nunc pro tunc, effective as of Jan. 5th, 2006 the entire right, title and interest in and to the

ASSIGNED MARK, together with the whole of the goodwill of the business pertaining thereto, the same and the rights of Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all claims and damages by reason of past infringement of the ASSIGNED MARK, with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives..

IN TESTIMONY WHEREOF, Assignor has executed this Assignment this 10th
day of February, 2009.

A handwritten signature in black ink, appearing to read "Marc Mazzacurati", is written over a horizontal line.

Marc Mazzacurati