

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Orange Personal Communications Services, Ltd.		10/30/2009	CORPORATION: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Orange Brand Services, Ltd.		
<b>Street Address:</b>	St. James Court, Great Park Road, Almondsbury Park		
<b>City:</b>	Bradley Stoke, Bristol		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Entity Type:</b>	CORPORATION: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 40</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3535740	ORANGE	
Registration Number:	3497463	ORANGE	
Registration Number:	3495987	THE FUTURE'S BRIGHT, THE FUTURE'S ORANGE	
Registration Number:	3492630	ORANGE	
Registration Number:	3474323	ORANGE	
Registration Number:	3287274	ORANGE FUTURETALK	
Registration Number:	3214415	ORANGE	
Registration Number:	3204789	ORANGE	
Registration Number:	3195381	ORANGE	
Registration Number:	3072356	THE FUTURE'S BRIGHT, THE FUTURE'S ORANGE	
Registration Number:	3059752	THE FUTURE'S BRIGHT, THE FUTURE'S ORANGE	
Registration Number:	2985738	WILDTONES	
Registration Number:	2969020	ANANOVA	
Registration Number:	2932234	ORANGEIMAGINEERING	

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Registration Number:	2873088	ORANGE POWER
Registration Number:	2855507	¿HABLAS ORANGE?
Registration Number:	2855505	EL FUTURO ES BRILLANTE, EL FUTURO ES ORANGE
Registration Number:	2855459	ORANGE WORLD
Registration Number:	2855458	ORANGEVENTURES
Registration Number:	2852262	ORANGE
Registration Number:	2852261	ORANGE PHONE
Registration Number:	2544168	WILDFIRE AUTOMATED MARKETING MANAGER
Registration Number:	2396644	ORANGE
Registration Number:	2344619	ORANGE
Registration Number:	1976986	WILDFIRE
Registration Number:	1906325	WILDFIRE
Registration Number:	920090	ORANGE
Serial Number:	78675974	ORANGE
Serial Number:	77810041	ORANGE INSTITUTE
Serial Number:	77810015	ORANGE PARTNER
Serial Number:	77764829	ORANGE FOUNDATION
Serial Number:	77624590	ORANGE TOGETHER WE CAN DO MORE
Serial Number:	77484178	ORANGE BUSINESS SERVICES
Serial Number:	77217852	THE FUTURE'S BRIGHT, THE FUTURE'S ORANGE
Serial Number:	76975383	ORANGE
Serial Number:	76215122	ORANGE
Serial Number:	76215112	ORANGE
Serial Number:	76155012	ORANGEVENTURES
Serial Number:	76105842	ORANGE.COM
Serial Number:	75982035	ORANGE

**CORRESPONDENCE DATA**

Fax Number: (212)223-4134  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212-223-4000  
Email: rgiuliano@crowell.com  
Correspondent Name: Dickerson M. Downing, Esq.  
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Address Line 2: 20th Floor  
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:

102959.03968US

**TRADEMARK**

**REEL: 004092 FRAME: 0603**

DOMESTIC REPRESENTATIVE

Name: Dickerson M. Downing, Esq.  
Address Line 1: 590 Madison Avenue  
Address Line 2: 20th Floor  
Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Dickerson M. Downing, Esq.
Signature:	/dmd/
Date:	11/06/2009

Total Attachments: 3  
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## **TRADEMARK ASSIGNMENT**

This Assignment ("Assignment") is made effective as of October 30, 2009 from Orange Personal Communications Services, Ltd. ("ASSIGNOR"), an English company with a place of business located at St. James Park, Great Park Road, Almondsbury Park, Bradley Stoke, Bristol, United Kingdom to Orange Brand Services, Ltd. ("ASSIGNEE"), an English company with a place of business located at St. James Court, Great Park Road, Almondsbury Park, Bradley Stoke, Bristol, United Kingdom.

WHEREAS, ASSIGNOR is the owner of the names and marks and the corresponding United States Trademark Registrations and Applications for those names and marks as set forth on Schedule 1 ("Orange Marks and Orange Registrations and Applications") and the goodwill associated therewith.

WHEREAS, ASSIGNOR desires to unconditionally assign and convey to ASSIGNEE all of its right, title, and interest in and to the Orange Marks and Orange Registrations and Applications together with the goodwill associated therewith.

NOW, THEREFORE, for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby unconditionally assigns and conveys to ASSIGNEE all of ASSIGNOR'S rights, title, and interest of whatever kind in and to the Orange Marks and Orange Registrations and Applications, as listed on Schedule 1, together with the goodwill associated therewith.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this  
Assignment, as of the day and year first above written.

ORANGE PERSONAL  
COMMUNICATIONS SERVICES, LTD.

Date: October 30, 2009

By: *Rdbrd JLS*  
Name: *RACHEL DEBORAH MARKS*  
Title: *GROUP IP COUNSEL*

## SCHEDULE 1

### United States Trademark Registrations and Applications

Registration No.	Mark
3,535,740	ORANGE Design
3,497,463	ORANGE Design
3,495,987	THE FUTURE'S BRIGHT, THE FUTURE'S ORANGE
3,492,630	ORANGE
3,474,323	ORANGE
3,287,274	ORANGE FUTURETALK
3,214,415	ORANGE
3,204,789	ORANGE
3,195,381	ORANGE Design
3,072,356	THE FUTURE'S BRIGHT, THE FUTURE'S ORANGE
3,059,752	THE FUTURE'S BRIGHT, THE FUTURE'S ORANGE
2,985,738	WILDTONES
2,969,020	ANANOVA
2,932,234	ORANGEIMAGINEERING
2,873,088	ORANGE POWER
2,855,507	?HABLAS ORANGE?
2,855,505	EL FUTURO ES BRILLANTE, EL FUTURO ES ORANGE
2,855,459	ORANGE WORLD
2,855,458	ORANGEVENTURES
2,852,262	ORANGE Design
2,852,261	ORANGE PHONE
2,544,168	WILDFIRE AUTOMATED MARKETING MANAGER
2,396,644	ORANGE Design
2,344,619	ORANGE
1,976,986	WILDFIRE
1,906,325	WILDFIRE
920,090	ORANGE Design

Application No.	Mark
78/675,974	ORANGE Design
77/810,041	ORANGE INSTITUTE
77/810,015	ORANGE PARTNER
77/764,829	ORANGE FOUNDATION
77/624,590	TOGETHER WE CAN DO MORE & ORANGE Design
77/484,178	ORANGE BUSINESS SERVICES
77/217,852	THE FUTURE'S BRIGHT, THE FUTURE'S ORANGE
76/975,383	ORANGE
76/215,122	ORANGE
76/215,112	ORANGE Design
76/155,012	ORANGEVENTURES
76/105,842	ORANGE.COM
75/982,035	ORANGE