

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
Autoliv Development AB		12/01/2009	CORPORATION: SWEDEN
RECEIVING PARTY DATA			
Name:	Autoliv ASP, Inc.		
Street Address:	3350 Airport Road		
City:	Ogden		
State/Country:	UTAH		
Postal Code:	84405		
Entity Type:	CORPORATION: INDIANA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77586883	LEAN PRACTICE IN ACTION	
Serial Number:	77586886	BEGIN. BELIEVE. BE LEAN.	
CORRESPONDENCE DATA			
Fax Number:	(248)641-0270		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2486411600		
Email:	docketingtm@hdp.com, hrowe@hdp.com		
Correspondent Name:	Jessica S. Sachs		
Address Line 1:	Harness, Dickey & Pierce, P.L.C.		
Address Line 2:	5445 Corporate Drive, Suite 200		
Address Line 4:	Troy, MICHIGAN 48098		
ATTORNEY DOCKET NUMBER:	8952-200069, -200070		
NAME OF SUBMITTER:	Jessica S. Sachs		
Signature:	/jss/		

CH \$65.00 77586883

Date:

12/28/2009

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and effective as of the last date written below (the "Effective Date") by and between **Autoliv Development AB**, a Swedish corporation located at 22 Wallentinsvagen, Vargarda, Sweden 44157 ("Assignor") and **Autoliv ASP, Inc.**, an Indiana corporation located at 3350 Airport Road, Ogden, Utah 84405 ("Assignee").

WHEREAS, Assignor is the owner of U.S. Trademark Application Serial No. 77/586,883 for the mark LEAN PRACTICE IN ACTION and Serial No. 77/586,886 for the mark BEGIN. BELIEVE. BE LEAN. (the "Trademarks"); and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks, the common law rights associated therewith, all federal and foreign applications and registrations therefor, and all of the goodwill of the business associated with the use of and symbolized by the Trademarks in the United States and throughout the world, and that portion of the business to which the Trademarks pertain.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, conveys, transfers, and assigns to Assignee, its successors and assigns, the entire right, title, and interest in and to the Trademarks, the common law rights associated therewith, the federal and foreign applications and registrations therefor, all of the goodwill of the business associated with the use of and symbolized by the Trademarks, and that portion of the business to which the Trademarks pertain.

Assignor further sells, conveys, transfers and assigns to Assignee the right to sue for and receive all claims for damages by reason of past, present and future infringement of the rights assigned under this Trademark Assignment as fully and entirely as the same would have been held and enjoyed by Assignor if this transfer to Assignee had not been made.

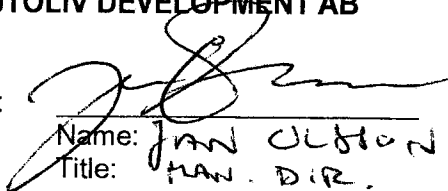
Assignor agrees that, upon the request of Assignee, it shall, at its own expense, execute and deliver any and all instruments, documents or papers, make all rightful oaths, testify on behalf of Assignee, and do all other lawful acts necessary or helpful to carry out the intent of this Trademark Assignment and fully secure to Assignee the Trademarks assigned under this Trademark Assignment and any rights therein.

This Trademark Assignment shall be binding on the parties, their successors, and/or assigns and all others acting by, through, with, or under their direction, and all those in privity therewith.

IN WITNESS WHEREOF, the parties, by their duly authorized representatives, do hereby set their hands and seals as of the Effective Date.

AUTOLIV DEVELOPMENT AB

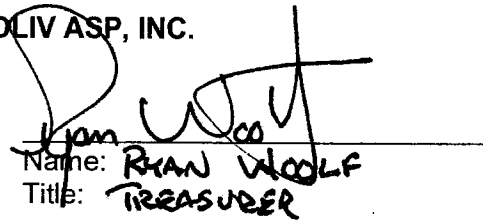
By:


Name: JAN OLSSON
Title: MAN. DIR.

Date: OCT 28, 2009

AUTOLIV ASP, INC.

By:


Name: RYAN WOOLF
Title: TREASURER

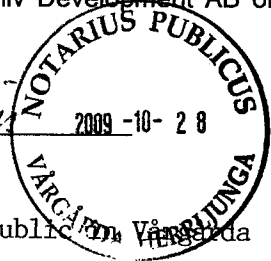
Date: 12/1/09



As to Autoliv Development AB:

The foregoing Trademark Assignment was acknowledged before me this 28th day of October, 2009, by Jan Olsson, Man. Dir. of Autoliv Development AB on behalf of the company.

Inger Sandin



Notary Public
My Commission Expires:
Inger Sandin, Notary Public in Vargårda
and Herrljunga, Sweden

As to Autoliv ASP, Inc.:

State of Utah)
) ss
County of Weber)

The foregoing Trademark Assignment was acknowledged before me this 1 day of Dec., 2009, by Ryan Woolf, Treasurer of Autoliv, ASP, Inc. on behalf of the company.

Tina Saunders

Notary Public
My Commission Expires: May 11, 2011

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