### TRADEMARK ASSIGNMENT

### Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	10/01/2009

### **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Hitachi Home Electronics (America), Inc.		10/01/2009	CORPORATION: CALIFORNIA

### **RECEIVING PARTY DATA**

Name:	Hitachi America, Ltd.	
Street Address:	50 Prospect Avenue	
City:	Tarrytown	
State/Country:	NEW YORK	
Postal Code:	10591	
Entity Type:	CORPORATION: NEW YORK	

### PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	1587501	ULTRAVISION
Registration Number:	1990425	ULTRAVISION
Registration Number:	2583015	ULTRAVISION
Registration Number:	2916556	ULTRAVISION
Registration Number:	2489402	ULTRAVISION

### **CORRESPONDENCE DATA**

Fax Number: (914)333-2785

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: thao.nguyen@hal.hitachi.com

Correspondent Name: Thao Nguyen

Address Line 1: 50 Prospect Avenue

Address Line 2: Legal Department

Address Line 4: Tarrytown, NEW YORK 10591

TRADEMARK

REEL: 004139 FRAME: 0281

\$140.00 158/501

900153296

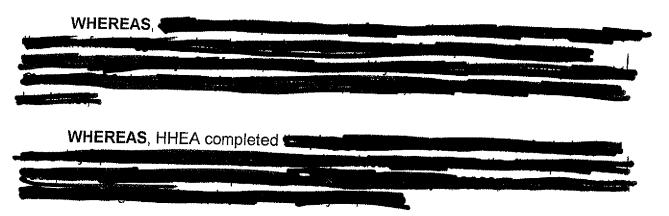
ATTORNEY DOCKET NUMBER:	ннеа	
NAME OF SUBMITTER:	Thao Nguyen	
Signature:	/Thao Nguyen/	
Date:	01/28/2010	
Total Attachments: 3 source=Transfer Agreement (Redacted)#page1.tif source=Transfer Agreement (Redacted)#page2.tif source=Transfer Agreement (Redacted)#page3.tif		

TRADEMARK REEL: 004139 FRAME: 0282

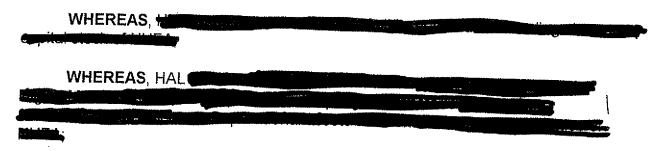
### TRANSFER AGREEMENT

THIS TRANSFER AGREEMENT (this "Agreement"), made effective as of the Effective Date (as defined below), is by and between HITACHI HOME ELECTRONICS (AMERICA), INC., a California corporation ("HHEA"), and HITACHI AMERICA, LTD., a New York corporation ("HAL").

### WITNESSETH:



WHEREAS, HHEA continues to engage in the business of marketing and selling, I the North America and Latin America, a variety of Hitachi brand home and business electronics products sourced from other Hitachi companies and third party manufacturers;

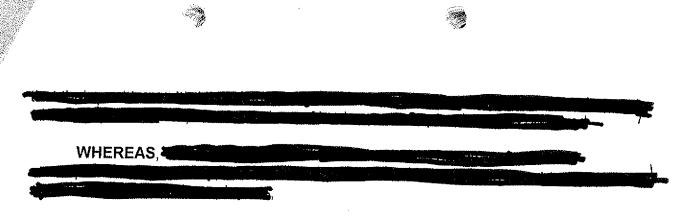


WHEREAS, effective as of October 1, 2009, HHEA desires to transfer to HAL, and HAL desires to accept the transfer from HHEA, for the consideration and upon the terms and conditions hereinafter set forth, all of the business and operational assets of HHEA, other than the Retained Assets (as identified on <a href="Schedule A">Schedule A</a> attached hereto), and assume all of HHEA's liabilities other than the Retained Liabilities (as identified on <a href="Schedule A">Schedule A</a> attached hereto);

WHEREAS, following, and notwithstanding the completion of, such transfer of such assets and liabilities to HAL, HHEA will remain as the lawful owner of the Retained Assets and Retained Liabilities;

WHEREAS.

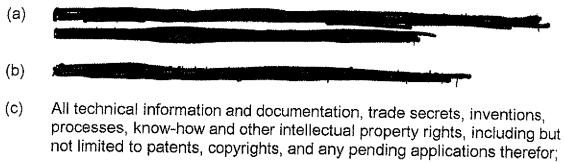
TRADEMARK
REEL: 004139 FRAME: 0283

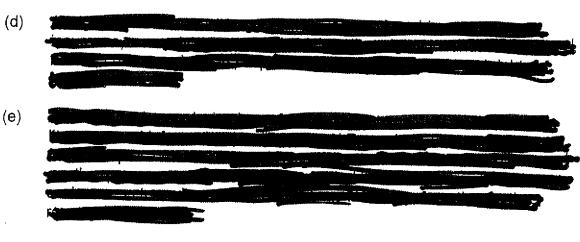


NOW, THEREFORE, in consideration of the premises and the mutual promises contained herein, the parties covenant and agree as follows:

# 1. TRANSFER OF ASSETS AND BUSINESS OF HHEA.

1.1 <u>Transfer</u>. In reliance upon the representations and warranties contained herein, and subject to the terms and conditions of this Agreement, HHEA agrees to transfer and assign to HAL, and HAL agrees to acquire and accept from HHEA, at the Closing (as defined in Section 9.1 hereof), all of the business and operational assets, properties and rights owned or held by HHEA as of the Effective Date (as defined in Section 9.1 hereof) other than the Retained Assets (collectively, the "<u>Transferred Assets</u>"), including, without limitation:





(f) (g)

# 2. <u>CONSIDERATION</u>.

TRADEMARK REEL: 004139 FRAME: 0284 **IN WITNESS WHEREOF**, the parties hereto intending to be legally bound, have executed or caused their duly authorized representatives to execute this Transfer Agreement as of the dates set forth below.

# HITACHI HOME ELECTRONICS (AMERICA), INC.

Takashi Tsujiura

Vice President, Secretary, Treasurer and

Chief Financial Officer

Date: September 30, 2009

HITACHI AMERICA, LTD.

Kiyoshi Kinugawa

President and hief Executive Officer

Date: September 36, 2009

S-1

TRADEMARK REEL: 004139 FRAME: 0285

**RECORDED: 01/28/2010**