

**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

**CH \$140.00 1587501**

ATTORNEY DOCKET NUMBER:	HHEA
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	

## 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, [REDACTED]

WHEREAS, HHEA completed [REDACTED]

WHEREAS, HHEA continues to engage in the business of marketing and selling, 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, [REDACTED]

WHEREAS, HAL [REDACTED]

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 Schedule A attached hereto), and assume all of HHEA's liabilities other than the Retained Liabilities (as identified on Schedule 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, [REDACTED]

[REDACTED]

WHEREAS, [REDACTED]

[REDACTED]

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 Transfer. 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 "Transferred Assets"), including, without limitation:

(a) [REDACTED]

(b) [REDACTED]

(c) All technical information and documentation, trade secrets, inventions, processes, know-how and other intellectual property rights, including but not limited to patents, copyrights, and any pending applications therefor;

(d) [REDACTED]

(e) [REDACTED]

(f) [REDACTED]

(g) [REDACTED]

2. CONSIDERATION.

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.

By: T. Tsujiura  
Takashi Tsujiura  
Vice President, Secretary, Treasurer and  
Chief Financial Officer  
Date: September 30, 2009

HITACHI AMERICA, LTD.

By: K. Kinugawa  
Kiyoshi Kinugawa  
President and Chief Executive Officer  
Date: September 30, 2009