

RE 3/17/10

TRADEMARK ASSIGNMENT

03-18-2010



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Electronic Version v1.1
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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: 2			
Property Type	Number	Word Mark	
Registration Number:	2805599	DIRECTOR'S SERIES	
Serial Number:	77352938	REEL120	
CORRESPONDENCE DATA			
Fax Number:	(914)333-2785		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	thao.nguyen@hal.hitachi.com		
Correspondent Name:	Thao Nguyen		
Address Line 1:	50 Prospect Ave.		
Address Line 2:	Legal Department		
Address Line 4:	Tarrytown, NEW YORK 10591		
ATTORNEY DOCKET NUMBER:	HHEA		
NAME OF SUBMITTER:	Thao Nguyen		

CH \$65.00 2805599

Signature:	/Thao Nguyen/
Date:	01/13/2010
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]

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.

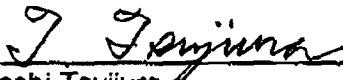
1.1 Transfer. In reliance upon the representations and warranties contained herein, and subject to the terms and conditions of this Agreement, HHEA agrees to transfer and assign to HAL, and HAL agrees to acquire and accept from HHEA, at the Closing (as defined in Section 9.1 hereof), all of the business 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]

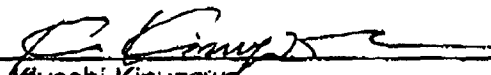
2. CONSIDERATION.

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

HITACHI AMERICA, LTD.

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