

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
SAP AG		07/16/2010	JOINT STOCK COMPANY: GERMANY
RECEIVING PARTY DATA			
Name:	Original1 GmbH		
Street Address:	Mainzer Landstrasse 205		
City:	Frankfurt		
State/Country:	GERMANY		
Postal Code:	60326		
Entity Type:	LIMITED LIABILITY COMPANY: GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77779646	ORIGINAL1	
CORRESPONDENCE DATA			
Fax Number:	(215)965-1331		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-965-1348		
Email:	lgenovese@panitchlaw.com		
Correspondent Name:	Laura A. Genovese		
Address Line 1:	2005 Market Street		
Address Line 2:	Suite 2200		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	688160.0001		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

CH \$40.00 77779646

900167352

**TRADEMARK
 REEL: 004245 FRAME: 0314**

Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Laura A. Genovese

Signature:

/Laura A. Genovese/

Date:

07/20/2010

Total Attachments: 1
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Trademark Assignment

WHEREAS, SAP AG, a Joint Stock Company organized and existing under the laws of Germany, with a principal place of business at Dietmar-Hopp-Allee 16, 69190 Walldorf, Germany ("Assignor"), owns and has a bona fide intent to use the following mark and has applied to register the mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein ("the Mark"):

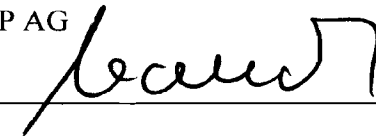
Mark
ORIGINAL I

Serial No.
77779,646

WHEREAS, Original I GmbH, a Limited Liability Company organized and existing under the laws of Germany, with a principal place of business at Mainzer Landstraße 205, 60326 Frankfurt, Germany ("Assignee"), desires to acquire the Mark and the above-referenced application, the business associated with the Mark, and the attendant goodwill;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all rights, title and interest in and to the Mark together with the goodwill of the business symbolized by the Mark, and the pending application relating thereto.

ASSIGNOR:

Dated effective as of: July 16, 2010 SAP AG 

Name: Dr. Werner Brandt

Title: CFO



Name: Michael Junge

Title: General Counsel