

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Volkswagen Group of America, Inc.		09/21/2010	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Audi AG		
Street Address:	85045		
City:	Ingolstadt		
State/Country:	GERMANY		
Entity Type:	CORPORATION: GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3631819	TRUTH IN ENGINEERING	
CORRESPONDENCE DATA			
Fax Number:	(202)772-5858		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202.772.5800		
Email:	trademarks@blankrome.com		
Correspondent Name:	Susan B. Flohr c/o Blank Rome LLP		
Address Line 1:	600 New Hampshire Ave., N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
ATTORNEY DOCKET NUMBER:	116315.00100		
DOMESTIC REPRESENTATIVE			
Name:	Susan B. Flohr c/o Blank Rome LLP		
Address Line 1:	600 New Hampshire Ave., N.W.		
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NAME OF SUBMITTER:	Susan B. Flohr
Signature:	/sbf/
Date:	09/22/2010
Total Attachments: 2 source=Truth In Engineering Assignment#page1.tif source=Truth In Engineering Assignment#page2.tif	

ASSIGNMENT OF TRADEMARK

WHEREAS, VOLKSWAGEN GROUP OF AMERICA, INC., a New Jersey corporation with a business address at 2200 Ferdinand Porsche Drive, Herndon, Virginia 20171 (hereinafter "Assignor"), adopted and has been using the service mark TRUTH IN ENGINEERING and is the owner of the U.S. trademark Registration No. 3631819 for such mark, which issued June 2, 2009, for promoting the services of automobile dealerships through the distribution of printed, audio and audiovisual promotional materials and by rendering sales promotion advice (hereinafter "the Trademark") and the goodwill of the business symbolized thereby; and

WHEREAS, AUDI AG, a corporation of Germany with an address at 85045 Ingolstadt, Germany (hereinafter "Assignee") desires to acquire the Trademark and the good will symbolized thereby; and

NOW, THEREFORE, in consideration of the premises, and other good and valuable consideration the receipt and sufficiency of which Assignor hereby acknowledges, Assignor does hereby sell, assign and transfer to Assignee any and all of its right, title and interest in and to the Trademark, together with the good will of the business symbolized thereby.

IN WITNESS WHEREOF, the Parties hereby affix the signatures of their duly authorized representatives below.

ASSIGNOR:
VOLKSWAGEN GROUP OF AMERICA, INC.

By: Debra L. Kingsbury
Name: Debra L. Kingsbury
Title: Assistant General Counsel

September 21, 2010

ASSIGNEE:
AUDI AG

ppa.

By:



Name: Klaus le Vrang

Title: Director of Patent Dept.

22. Sept. 2010