

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
MERCEDES-BENZ USA, LLC		12/02/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	DAIMLER AG		
Street Address:	Mercedesstrasse 137		
City:	Stuttgart		
State/Country:	GERMANY		
Postal Code:	70327		
Entity Type:	CORPORATION: GERMANY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3776266	MBRACE	
Registration Number:	3832591	MBRACE	
CORRESPONDENCE DATA			
Fax Number:	(212)370-1819		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-661-1400		
Email:	ddonnelly@vonmaltitz.com		
Correspondent Name:	Diane Donnelly		
Address Line 1:	von Maltitz, Derenberg, Kunin et al		
Address Line 2:	60 East 42nd Street, Suite 2446		
Address Line 4:	New York, NEW YORK 10165		
ATTORNEY DOCKET NUMBER:	9609		
DOMESTIC REPRESENTATIVE			
Name:	Diane Donnelly		

OP \$65.00 3776266

900177799

**TRADEMARK
 REEL: 004424 FRAME: 0307**

Address Line 1: von Maltitz, Derenberg, Kunin et al
Address Line 2: 60 East 42nd Street, Suite 2446
Address Line 4: New York, NEW YORK 10165

NAME OF SUBMITTER:

Diane Donnelly

Signature:

/Diane Donnelly/

Date:

12/03/2010

Total Attachments: 2

source=MBRACE-Assignment#page1.tif

source=MBRACE-Assignment#page2.tif

ASSIGNMENT

WHEREAS, MERCEDES-BENZ USA, LLC, a limited liability company of Delaware, located and doing business at One Mercedes Drive, Montvale, New Jersey 07645 (hereinafter, "Assignor"), is the owner of Registrations Nos. 3,776,266 and 3,832,591 for the mark MBACE in The United States Patent and Trademark Office (hereinafter, "the Registrations");

Whereas, DAIMLER AG, a corporation of Germany, located and doing business at Mercedesstrasse 137, Stuttgart 70327, Germany, (hereinafter, "Assignee"), is desirous of acquiring all of Assignor's rights, title and interest in and to the Registrations, and in and to the mark MBACE and all its variants, including, without limitation M-BACE, mBACE and mbrace (hereinafter, collectively, "the Mark") with respect to (a) all the services specified in the Registrations, (b) all other services, and (c) all goods (hereinafter, "the Services and Goods");

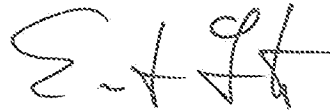
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all of Assignor's rights, title and interest in and to the Registrations, and in and to the Mark with respect to the Services and Goods, together with the good

will of the business connected with the use of and symbolized by the Mark, as well as all rights to damages or profits, due or accrued, arising out of past infringement of the Mark or injury to said good will, and the right to sue for and recover the same in the Assignee's own name.

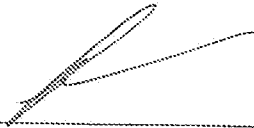
IN WITNESS WHEREOF, this Assignment has been executed this 2nd day of December, 2010.

MERCEDES-BENZ USA, LLC

By:



Name: Ernst Lieb
Title: President & CEO



Name: Charles Shady
Title: General Counsel