

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	LICENSE		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Telefonaktiebolaget LM Ericsson		11/03/2010	CORPORATION: SWEDEN
RECEIVING PARTY DATA			
Name:	Ericsson Television Inc.		
Street Address:	4500 River Green Parkway		
City:	Duluth		
State/Country:	GEORGIA		
Postal Code:	30096		
Entity Type:	CORPORATION: GEORGIA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	1313196	ERICSSON	
Registration Number:	2676335	ERICSSON	
Registration Number:	2665187	ERICSSON	
Registration Number:	2679278		
Registration Number:	2703433		
Registration Number:	3762291	MARCONI	
CORRESPONDENCE DATA			
Fax Number:	(703)299-0036		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3303363932		
Email:	adrienne@wrb-ip.com		
Correspondent Name:	Adrienne L. White		
Address Line 1:	PO BOX 476		
Address Line 4:	Wadsworth, OHIO 44282		
ATTORNEY DOCKET NUMBER:	000307-086		

CH \$165.00 1313196

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TRADEMARK

REEL: 004428 FRAME: 0587

NAME OF SUBMITTER:	Adrienne L. White
Signature:	/adrienne white/
Date:	12/09/2010
Total Attachments: 7 source=Trademark License agreement TTU-LME#page1.tif source=Trademark License agreement TTU-LME#page2.tif source=Trademark License agreement TTU-LME#page3.tif source=Trademark License agreement TTU-LME#page4.tif source=Trademark License agreement TTU-LME#page5.tif source=Trademark License agreement TTU-LME#page6.tif source=Trademark License agreement TTU-LME#page7.tif	

APOSTILLE

(Convention de La Haye du 5 octobre 1961)

1. Country : Sweden

This public document

2. has been signed by Anne-Marie Bonde

3. acting in the capacity of Notary Public

4. bears the seal/stamp of

Notary Public in Stockholm

Certified

5. at Stockholm

6. the 03.11.2010

7. by Björn Sandin

Notary Public

8. No 4896

9 Seal/stamp:

10. Signature:



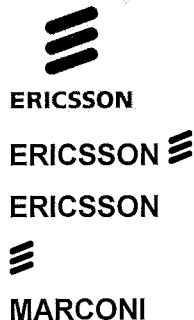
A handwritten signature in cursive script, appearing to read "Anne-Marie Bonde".

TRADEMARK

REEL: 004428 FRAME: 0589

CORPORATE TRADEMARK LICENSE (CTL) AGREEMENT

TELEFONAKTIEBOLAGET L M ERICSSON, 556016-0680, SE-164 83 STOCKHOLM, SWEDEN (hereinafter called Ericsson) is the owner of the trademarks and/or service marks as shown below (hereinafter called the Trademarks).



The Trademarks are described in the Group Guidelines as defined below. The Trademarks are the trademarks of Ericsson, and


ERICSSON TELEVISION INC.
4500 RIVER GREEN PARKWAY
30096 DULUTH
U S A


(hereinafter called the User) will use the Trademarks in its business activities.

Ericsson and the User have therefore agreed as follows.


1. Grant of permission to use

Ericsson grants the User permission to use the Trademarks currently registered or applied for in the United States under:

No. 1024858, ()

No. 1313196, 2676335 (ERICSSON )

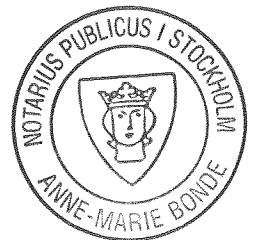
No. 2665187 (ERICSSON)

No. 2679278, 2703433 ()

No. 3762291 (MARCONI)

Costs for maintaining the registrations shall be borne by Ericsson.

The use of the Trademarks shall be in the way specified in the Brand Identity manual or any other manual, guideline, directive or similar document supplementing or succeeding this manual. **TRADEMARK**
REEL 004428 FRAME 0590



the terms and conditions specified in this Corporate Trademark License Agreement (hereinafter called the CTL Agreement).

Ericsson grants the User permission to incorporate in its company name the corporate name Ericsson.

Use of the Trademarks

The User shall use the Trademarks for all its business and all its products.

3. Application for registered user

Ericsson may where registered user provisions exist and subject to the obtaining of registration of the Trademarks, make an application to the registrar of trademarks for the registration of the User as a permitted User of the Trademarks. If for any reason the CTL Agreement is not sufficient for such registration, the parties will enter into a short form supplementary agreement which is sufficient from the registrar's point of view. Registration costs, if any, shall be borne by Ericsson.

4. Territory

The permission to use the Trademarks covers the entire world (hereinafter called the Territory).

5. Non-exclusive rights

The permission to use the Trademarks shall be a non-exclusive right.

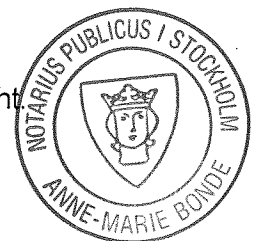
6. Trademark

The User shall not use in its business any other trademark or trade name which is similar to, or substantially similar to, or so nearly resembles the Trademarks as to be likely to cause deception or confusion.

7. Quality Control Clause

Ericsson has carried out and will in the future carry out different quality control programs to ensure the consistent quality of all aspects of Ericsson's and the User's goods, services and operations. The objective of the quality control programs is to solidify the confidence of the customers in Ericsson and the User as quality companies producing goods and services of consistent and reliable quality.

Permission to use the Trademarks is granted to the User, provided and only as long as the goods and/or the services on which/for which the Trademarks are to be used shall be made in accordance with the conditions, specifications and instructions given from time to time by Ericsson.



TRADEMARK

REEL 004428 FRAME 0591

services are of quality consistent with the quality of goods and services historically provided by and expected from Ericsson. Ericsson shall have the right to inspect the finished goods and the methods of manufacture thereof, and the right to inspect the services to be rendered on the premises of the User and elsewhere at all reasonable times.

Advertisement campaigns and other activities

Ericsson has carried out and will continue to carry out advertisement campaigns and other activities in order to promote the value of the Trademarks.

9. Preservation of the goodwill of the Trademarks

The User will endeavour to preserve the value or validity of the Trademarks and in particular will:

- (i) endeavour to create, promote and retain goodwill in its business when using the Trademarks;
- (ii) conduct its business according to the same standards and business policies as those of Ericsson as stated by Ericsson;
- (iii) give Ericsson any information as to the User's use of the Trademarks which Ericsson will require or request, and otherwise render any necessary assistance to Ericsson in maintaining the Trademarks duly registered, except that Ericsson shall pay all fees.

10. Infringement

In the event that the User learns of any infringement or threatened infringement of the Trademarks, or any act of unfair competition or passing off by reason of imitations or otherwise, or that any third party alleges or claims that the Trademarks are liable to cause deception or confusion to the public, the User shall forthwith notify Ericsson. The User shall provide all information and assistance to Ericsson in the event that Ericsson decides that proceedings should be commenced or defended. Any such proceedings shall be under the control of Ericsson.

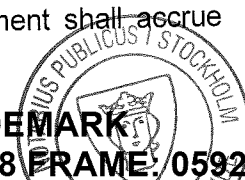
11. Acquisition of goodwill

Any accretion of goodwill in the business derived by the User by reason of the use of the Trademarks and by the User being connected in the course of trade therewith shall accrue to Ericsson and Ericsson may call for an assignment thereof without compensation to the User.

All use of the Trademarks by the User under this Agreement shall accrue solely to the benefit of Ericsson.

TRADEMARK

REEL: 004428 FRAME: 0592



Granting of rights

The User shall not grant any right hereunder to any third party unless such grant is in accordance with standards agreed and approved by Ericsson.

Duration and Termination

The CTL Agreement shall remain valid until terminated by Ericsson. Such termination shall become effective 1 (one) year after notice of termination is given by Ericsson.

Notwithstanding anything to the contrary herein this Agreement shall automatically terminate if the User ceases to be a wholly owned, directly or indirectly, subsidiary of Ericsson.

Despite the above, the User shall cease within 3 (three) months to use the Trademarks on written notice from Ericsson which may be given in any of the following circumstances:

- (i) if the User has failed to observe the terms of the CTL Agreement after its attention has been drawn to such failure, and has not acted to remedy the matter to the satisfaction of Ericsson within 30 days thereof
- (ii) if there is a change in the name of the User.

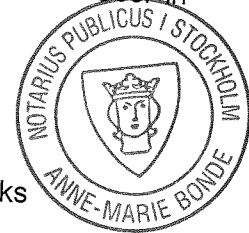
If any of the circumstances mentioned in (i) or (ii) would occur with respect to a sub licensee, such occurrence shall be considered to apply to the User in the interpretation of this sub article 13.

14.

Cessation of permitted use

In the event the User is no longer permitted to use the Trademarks

- (i) the User shall forthwith cease all use of the Trademarks and shall remove the Trademarks from all items such as stationery and forms, printed material, vehicles, signs, packaging, clothing and badges, from flags and from all entries in published material such as telephone, street or other directories, and from all websites and other internet locations where the Trademarks have been placed by or at the direction of the User
- (ii) the User shall forthwith remove the Trademarks from products and components except where the Trademarks have been applied by Ericsson or have been applied by the User under a license agreement with Ericsson
- (iii) the User shall not thereafter use any trade name or trademark which is so similar to or so nearly resembles the Trademarks as to be likely to cause confusion or deception. The User shall not thereafter use the name of Ericsson or any similar designation as a trade name or trademark
- (iv) on cessation of the permitted use Ericsson shall be entitled to take any necessary for the removal of the name of the User from the trademark



TRADEMARK

REEL: 004428 FRAME: 0593

as a registered User, without opposition or hindrance from the User. The User shall, at the request and cost of Ericsson, co-operate in any such steps.

Consideration

In consideration of the use of the Trademarks the User shall make a royalty payment of 1 (one) percent of the total net sales of the User, excluding the net sales to any other company that is a subsidiary directly or indirectly of Telefonaktiebolaget L M Ericsson.

Royalty payment shall be made on a preliminary basis upon invoice from Ericsson. Such preliminary payment shall be calculated on the basis of actual net sales the previous year. Invoices will be dispatched on a quarterly basis on the 25th of the second month of each calendar quarter, i.e. February 25, May 25, August 25 and November 25, respectively. Companies participating in the multilateral netting system shall use this system when settling their CTL invoices. Should final royalty based on actual net sales for a calendar year deviate from the preliminary royalty payment, then such a discrepancy shall be settled in the invoice dispatched by Ericsson during the ensuing calendar month of February.

16. The Entire agreement

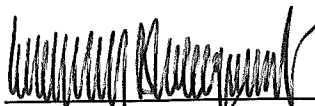
This agreement constitutes the entire trademark agreement between the parties, and supersedes all prior and contemporaneous agreements, representations and understandings of the parties, whether written or oral.

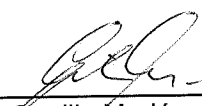
17. Coming into force

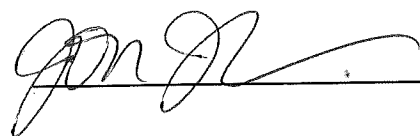
This CTL Agreement has come into force on 2011-01-01 and shall have effect from said date.

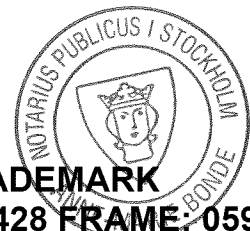
TELEFONAKTIEBOLAGET L M ERICSSON (publ)

ERICSSON TELEVISION INC.


 Carl Olof Blomqvist
 Senior Vice President
 and General Counsel


 Gunilla Modén
 Vice President
 Intellectual Property Rights





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REEL: 004428 FRAME: 0594

I, the undersigned, Anne-Marie Bonde, Notary Public of
the City of Stockholm, Sweden, hereby certify that
CARL OLOF BLOMQVIST,
Senior Vice President and General Counsel, and
GUNILLA MODÉN,
Vice President Intellectual Property Rights,
duly authorized to sign for
TELEFONAKTIEBOLAGET LM ERICSSON (PUBL),
have issued and signed the foregoing document.

Fee 400:-

Stockholm 03.11.2010

Crowns

Ex officio:

