

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
Electronic Industries Alliance		07/01/2011	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Electronic Components Association		
Street Address:	2500 Wilson Boulevard		
Internal Address:	Suite 310		
City:	Arlington		
State/Country:	VIRGINIA		
Postal Code:	22201		
Entity Type:	CORPORATION: VIRGINIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3264371	EIA ELECTRONIC INDUSTRIES ALLIANCE	
Registration Number:	3264372	EIA ELECTRONIC INDUSTRIES ALLIANCE	
Registration Number:	1487181	EIA	
CORRESPONDENCE DATA			
Fax Number:	(202)719-7049		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2027197000		
Email:	ckelly@wileyrein.com		
Correspondent Name:	Christopher Kelly, Wiley Rein LLP		
Address Line 1:	1776 K Street, N.W.		
Address Line 2:	Trademark Administration		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
NAME OF SUBMITTER:	Christopher Kelly		
Signature:	/ck/		

CH \$90.00 3264371

Date:

09/06/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of July 1, 2011 by the ELECTRONIC INDUSTRIES ALLIANCE ("Assignor") to the ELECTRONIC COMPONENTS ASSOCIATION ("Assignee").

WHEREAS, Assignor is the owner of U.S. Trademark Registrations No. 3264371, 3264372 and 1487181 (the "Marks");

WHEREAS, Assignor desires to convey, transfer, assign, deliver, and contribute to Assignee all of its right, title, and interest in and to the Marks.

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys, transfers, assigns and delivers to Assignee all of Assignor's right, title, and interest of whatever kind in and to the Marks.

Assignor further agrees that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Marks.

IN WITNESS WHEREOF, Assignor has duly executed under seal and delivered this Assignment, as of the day and year first above written.

ELECTRONIC INDUSTRIES ALLIANCE

By: 
John J. Kelly
Managing Director

ACKNOWLEDGEMENT

Commonwealth of Virginia
County of Arlington

On September 6, 2011, before me, Robert S Blunden a Notary Public, personally appeared JOHN J. KELLY, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal



Notary Public

[SEAL]

