

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
DYK Automotive LLC		10/11/2011	LIMITED LIABILITY COMPANY: DELAWARE
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:	3161290	E-TRON	
CORRESPONDENCE DATA			
Fax Number:	(202)572-1407		
Phone:	202 772 5870		
Email:	trademarks@blankrome.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Susan B. Flohr		
Address Line 1:	600 New Hampshire Ave. NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
ATTORNEY DOCKET NUMBER:	116315-00332		
DOMESTIC REPRESENTATIVE			
Name:	Susan B. Flohr		
Address Line 1:	600 New Hampshire Ave., NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		

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NAME OF SUBMITTER:	Susan B. Flohr
Signature:	/sbf/
Date:	10/17/2011
Total Attachments: 3 source=Assignment e-tron executed#page1.tif source=Assignment e-tron executed#page2.tif source=Assignment e-tron executed#page3.tif	

October 11, 2011

Exhibit 1

ASSIGNMENT OF TRADEMARK

WHEREAS, DYK AUTOMOTIVE, LLC (hereinafter "Assignor"), adopted and has been using the trademark H-tron for a variety of automotive ignition parts and other goods in class 7 and battery cables and terminals and other goods in class 9, and is the owner of the Trademarks and certain registrations and applications therefore, all as set forth on the annexed Schedule A (hereinafter "the Trademarks") 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 Trademarks and the good will symbolized thereby; and

WHEREAS, Assignor is willing to assign and transfer to Assignee the Trademarks and associated good will under certain terms and conditions set forth herein and in the Settlement Agreement entered into by the Parties simultaneously herewith which terms are to be held confidential; and

WHEREAS, the Parties wish to effectuate this transfer in a document suitable for recordation with the U.S. Patent and Trademark Office, and other government agencies.

NOW, THEREFORE, in consideration of the premises, and for 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 throughout the world in and to the Trademarks, together with the good will of the business symbolized thereby. Assignor further agrees to execute such further documents as may be necessary to effectuate the transfer and recordation of the rights transferred hereby anywhere in the world.

October 11, 2011

ASSIGNOR:
DYK AUTOMOTIVE, LLC

By: [Signature]
Name: Deborah W. Youngblood
Title: President/CEO

Oct 11, 2011

ASSIGNEE:
AUDI AG

By: [Signature] i.k. Jans
Name: Richard Zollner HERMANN KREMER
Title: Director of HEAD OF IP DEPT. LEGAL
Patent Dept.

October 17, 2011

October 11, 2011

SCHEDULE A

UNITED STATES

U. S. Trademark Registration No. 3,161,290 - E-TRON, registered October 24, 2006, for:

Ignition parts for Internal Combustion Engines, namely, starter solenoids, reluctors, ignition coils, distributor caps, distributor rotors, distributor points and condensers; and spark plug wire sets in class 7

battery cables and terminals; electronic control modules, magnetic pickups, voltage regulators, and ballast resistors in class 9

Common law rights in the United States for:

- Electric switches
- Battery pick up devices
- Battery cases
- Battery boxes
- Battery booster cables
- Battery terminal connector points
- Battery hold down devices
- Gauges
- Cables ties for batteries and other uses

CANADA

Canadian Trademark Registration No. TMA415,260, registered August 6, 1993 for:

Ignition apparatus being part of internal combustion engines

Common law rights in Canada in connection with battery and wire products