

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
FUJIFILM Europe GmbH		02/14/2012	CORPORATION: GERMANY
RECEIVING PARTY DATA			
Name:	FUJIFILM CORPORATION		
Street Address:	26-30, Nishiazabu 2-chome, Minato-ku		
City:	Tokyo		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85255536	FUJIFILM ORDER-IT PRO	
Serial Number:	85255727	FUJIFILM ORDER-IT ULTIMATE	
CORRESPONDENCE DATA			
Fax Number:	(414)271-5770		
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Email:	aleshiap@andruslaw.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:	Peter T. Holsen		
Address Line 1:	100 East Wisconsin Avenue, Suite 1100		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	4680-00061; 4680-00062		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

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Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Peter T. Holsen

Signature:

/peter t holsen/

Date:

02/21/2012

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK REGISTRATIONS

WHEREAS, FUJIFILM CORPORATION, a Japanese corporation located at 26-30, Nishiazabu 2-chome, Minato-ku, Tokyo, JAPAN, has adopted, used and is using the following marks for which FUJIFILM EUROPE GMBH is the present owner and which are the subject of pending applications in the United States Patent and Trademark Office as follows:

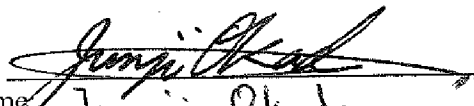
Application No. 85/255,536 (FUJIFILM order-it pro) and
Application No. 85/255,727 (FUJIFILM order-it ultimate); and

WHEREAS, FUJIFILM CORPORATION is desirous of acquiring said marks, applications, and the goodwill of the business symbolized by the marks;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said FUJIFILM EUROPE GMBH does hereby assign unto said FUJIFILM CORPORATION all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the above-identified applications thereof.

Executed and delivered this 14 day of February, 2012.

FUJIFILM EUROPE GMBH

By: 
Name: Junji Okada
Title: Managing Director