

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
Bhold Company B.V.		09/22/2011	CORPORATION:
RECEIVING PARTY DATA			
Name:	Microsoft Corporation		
Street Address:	One Microsoft Way		
City:	Redmond		
State/Country:	WASHINGTON		
Postal Code:	98052-6399		
Entity Type:	CORPORATION: WASHINGTON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3944151	BHOLD	
CORRESPONDENCE DATA			
Fax Number:	(206)682-6031		
Phone:	206-622-4900		
Email:	JenniferLai@SeedIP.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:	William O. Ferron, Jr.		
Address Line 1:	701 Fifth Avenue		
Address Line 2:	Suite 5400		
Address Line 4:	Seattle, WASHINGTON 98109		
ATTORNEY DOCKET NUMBER:	663005.20519		
NAME OF SUBMITTER:	William O. Ferron, Jr.		
Signature:	/William O. Ferron, Jr./		
Date:	03/05/2012		
Total Attachments: 1 source=Assignment#page1.tif			

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Bhold Company B.V., (hereinafter referred to as ASSIGNOR), a corporation organized under the laws of the Netherlands, having a place of business at Herculesplein 32-34, Utrecht, Netherlands, 3584AA, is the owner of rights in the trademark B HOLD in the United States, which rights are acquired through use of the mark and through United States Trademark Registration No. 3,944,151 for such trademark, (the trademark, common law rights and trademark registration hereinafter collectively referred to as the TRADEMARK); and

WHEREAS, Microsoft Corporation (hereinafter referred to as ASSIGNEE), a corporation organized under the laws of the state of Washington, having its principal office at One Microsoft Way, Redmond, Washington 98052-6399, is desirous of acquiring all the right, title and interest of ASSIGNOR in and to the TRADEMARK, together with the goodwill of the business associated with the TRADEMARK; and

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE, its successors and assigns its entire right, title and interest in and to the TRADEMARK, together with the goodwill of the business associated with the TRADEMARK; and


ASSIGNOR does also hereby sell, assign and transfer unto ASSIGNEE, its successors and assigns all claims for damages by reason of past infringement of the TRADEMARK, and the right to sue for and collect the same; and

ASSIGNOR further authorizes the Commissioner of Patents and Trademarks of the United States to record the right to the TRADEMARK as the property of ASSIGNEE; and

ASSIGNOR further agrees to execute such further documents as may be required in the United States to record and/or establish ASSIGNEE as the owner of the TRADEMARK, and all rights herein assigned.

Bhold Company B.V.

September 22, 2011
Date


Signature
Aron Verschuere
Name
CEO
Title

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