

## 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
NISSAN NORTH AMERICA, INC.		10/16/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Nissan Jidosha Kabushiki Kaisha		
Trading As:	Nissan Motor Co., Ltd.		
Street Address:	No. 2 Takaracho, Kanagawa-ku		
City:	Yokohama-shi, Kanagawa		
State/Country:	JAPAN		
Postal Code:	220-8623		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1689406	THE TOTAL OWNERSHIP EXPERIENCE	
Registration Number:	2728869	TOTAL OWNERSHIP EXPERIENCE	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(615) 725-1669		
Email:	trademarks@nissan-usa.com		
Correspondent Name:	Micol Cecchi		
Address Line 1:	P.O. Box 685001		
Address Line 2:	Legal Dept. Mail Stop A-5-C		
Address Line 4:	Franklin, TENNESSEE 37068-5001		
DOMESTIC REPRESENTATIVE			
Name:	Micol Cecchi		

Address Line 1: P.O. Box 685001  
Address Line 2: Legal Dept. Mail Stop A-5-C  
Address Line 4: Franklin, TENNESSEE 37068-5001

NAME OF SUBMITTER:

Micol Cecchi

Signature:

/Micol Cecchi/

Date:

10/22/2012

Total Attachments: 1

source=10-16-12 Executed Assignment - NNA to NML - TOTAL OWNERSHIP EXPERIENCE#page1.tif

## TRADEMARK ASSIGNMENT

WHEREAS, NISSAN NORTH AMERICA, Inc., a California corporation with an address of One Nissan Way, Franklin TN 37067 - P.O. Box 685001 Franklin, TN 37068 (the "Assignor") owns the trademarks (the "Marks") and the corresponding trademark registrations with the U.S. Patent and Trademark Office and Canadian Intellectual Property Office, as identified below:

Country	Mark	Registration No.	Services
USA	THE TOTAL OWNERSHIP EXPERIENCE	1689406	Retail automobile dealership services
USA	TOTAL OWNERSHIP EXPERIENCE	2728869	Retail automobile dealership services
CANADA	TOTAL OWNERSHIP EXPERIENCE	TMA666551	Retail automobile dealership services

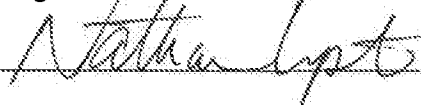
(the "Registrations");

WHEREAS, Nissan Jidosha Kabushiki Kaisha, a Japanese corporation with an address of No. 2 Takaracho, Kanagawa-ku, Yokohama-shi, Kanagawa-ken 220-8623, Japan (the "Assignee") is desirous of acquiring the said Marks and the Registrations therefore together with the goodwill of the business which is symbolized by the Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks and the Registrations throughout the world together with the goodwill of the business which is symbolized by the Mark, along with any right to recover for damages and profits for past infringements thereof.

NISSAN NORTH AMERICA, INC.

Assignor



By: Nathan Lyst

Title: Senior Manager, Marketing Communications

Date: 10-16-12