

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
Duesenberg, LLC		12/31/2012	LIMITED LIABILITY COMPANY: MINNESOTA

RECEIVING PARTY DATA

Name:	Brightcliff Limited
Street Address:	10, ICE HOUSE STREET
Internal Address:	ROOM 446, 4TH FLOOR, NEW HENRY HOUSE
City:	CENTRAL,
State/Country:	HONG KONG
Entity Type:	CORPORATION: BRITISH VIRGIN ISLANDS

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Serial Number:	85096287	DUESENBERG
Serial Number:	85096298	DUESENBERG
Serial Number:	85096306	DUESENBERG
Serial Number:	85604635	DUESEY
Serial Number:	85096326	DUESEY

CORRESPONDENCE DATA

Fax Number: 9528855969
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 952-885-5991
 Email: trademark@mmblawfirm.com
 Correspondent Name: James A. Wahl
 Address Line 1: 8000 Norman Center Drive
 Address Line 2: Suite 1000
 Address Line 4: Minneapolis, MINNESOTA 55437

OP \$140.00 85096287

ATTORNEY DOCKET NUMBER:	14918-1 BRIGHTCLIFF LIMIT
DOMESTIC REPRESENTATIVE	
Name:	James A. Wahl
Address Line 1:	8000 Norman Center Drive
Address Line 2:	Suite 1000
Address Line 4:	Minneapolis, MINNESOTA 55437
NAME OF SUBMITTER:	James A. Wahl
Signature:	/James A. Wahl/
Date:	01/04/2013
Total Attachments: 1 source=Duesenberg Brightcliff TM Assignment 123112#page1.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made effective as of the 31 day of December, 2012, by Duesenberg, LLC, a Minnesota limited liability company (the "Seller"), in favor of Brightcliff Limited, a British Virgin Islands corporation (the "Buyer").

Recitals:

The Seller has filed intent to use applications to register the following marks with the United States Patent and Trademark Office (the "US Applications"):

Serial No.	Mark	International Class
85-096,287	DUESENBERG	IC 018
85-096,298	DUESENBERG	IC 020
85-096,306	DUESENBERG	IC 033
85-604,635	DUESEY	IC 012
85-096,326	DUESEY	IC 025

The Buyer desires to acquire the US Applications, together with the portion of the Seller's business to which the US Applications pertains (collectively, the "Marks") and the goodwill symbolized by the Marks, and all rights therein.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Seller does hereby sell, assign and transfer to the Buyer all right, title and interest in and to the Marks, together with the goodwill symbolized by the Marks, the right to register the trademark thereon and the right to secure any renewals, reissues and extensions of any such trademark throughout the world, the right to recover for the past infringement of the Marks by any party or parties, the right to sue in the Buyer's name and collect damages for any infringement of the Marks, and including all right, title, interest, and ownership, if any, of the Seller in any and all other intellectual property rights relating to the Marks.

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of this Assignment, declares: that he is authorized to execute this instrument on behalf of the business identified above; that he believes said business to be the owner of the Marks; that the facts set forth in this Assignment are true; and that all statements made of his own knowledge are true and all statements made on information and belief are believed to be true.

SELLER

DUESENBERG, LLC,
a Minnesota limited liability company

By David Hartje
Name: David Hartje
Its: Chief Manager