

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Jaguar Land Rover Automotive PLC	FORMERLY Jaguar Land Rover PLC	01/01/2013	Company Incorporated as Public Limited by Shares: UNITED KINGDOM

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Jaguar Land Rover Limited
<b>Street Address:</b>	Abbey Road
<b>Internal Address:</b>	Whitley
<b>City:</b>	Coventry
<b>State/Country:</b>	UNITED KINGDOM
<b>Postal Code:</b>	CV3 4LF
<b>Entity Type:</b>	CORPORATION: UNITED KINGDOM

<b>PROPERTY NUMBERS Total: 3</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
<b>Serial Number:</b>	85422162	JLR
<b>Registration Number:</b>	4220661	JLR
<b>Registration Number:</b>	4294310	JLR

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	2483583351
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Phone:</b>	2483584400
<b>Email:</b>	mwhite@brookskushman.com
<b>Correspondent Name:</b>	Robyn S. Lederman
<b>Address Line 1:</b>	1000 Town Center
<b>Address Line 2:</b>	22nd Floor
<b>Address Line 4:</b>	Southfield, MICHIGAN 48075

CH \$90.00 85422162

ATTORNEY DOCKET NUMBER:	LANDL0279A
<b>DOMESTIC REPRESENTATIVE</b>  Name: Address Line 1: Address Line 2: Address Line 3: Address Line 4:	
NAME OF SUBMITTER:	Robyn S. Ledeman
Signature:	/rledeman/
Date:	08/22/2013
Total Attachments: 2 source=master deed of assignment##page1.tif source=master deed of assignment##page2.tif	

**DEED OF ASSIGNMENT**

Jaguar Land Rover Automotive plc, a United Kingdom corporation, with its principal place of business at Abbey Road, Whitley, Coventry CV3 4LF, United Kingdom ("Assignor"), adopted and used in its business the trademark "JLR", and is the owner of the trademark applications and registrations for the mark "JLR" set forth in Exhibit A, collectively referred herein as the "JLR Marks".

Jaguar Land Rover Limited, a United Kingdom Corporation, with its principal place of business at Abbey Road, Whitley, Coventry CV3 4LF, United Kingdom ("Assignee"), acquired the business, trademarks, and goodwill to which said applications and registrations pertain, and desires to register the transfer of the JLR Marks, and goodwill of the business associated therewith.

Jaguar Land Rover Automotive plc, confirms that on January 1, 2013, it assigned and transferred to Jaguar Land Rover Limited the entire right, title and interest in and to the trademark applications and registrations as set forth attached in Exhibits A-I, and the absolute entitlement to any future registrations resulting thereon; as well as, all goodwill attaching to the JLR Marks and in respect of the business relating to the goods or services for which the trademarks or service marks are registered or used; the right to bring, make, oppose, defend, appeal proceedings, claims or actions and obtain relief (and to retain any damages recovered) in respect of any infringement, or any other cause of action arising from ownership of any of the JLR Marks whether occurring before, on, or after the date of this assignment.

Jaguar Land Rover Automotive plc

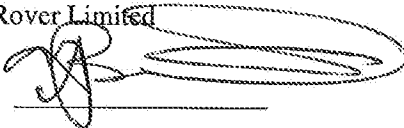
Signature: S. Pearson

Name: Susan Lesley Pearson

Title: Company Secretary

Date: 6<sup>th</sup> August 2013

Jaguar Land Rover Limited

Signature: 

Name: Amanda Jane Beaton

Title: Assistant Company Secretary

Date: 6<sup>th</sup> August 2013

*Witness to the signatures of Susan Lesley Pearson and  
Amanda Jane Beaton this 6<sup>th</sup> day of August 2013 at Whitley  
Coventry, England*

  
Roland John Kelley  
Notary Public  
Coventry, England

**TRADEMARK**

**REEL: 005096 FRAME: 0326**

# Exhibit I

COUNTRY	MARK	APP. NO.	REG. NO.
United States	JLR	85422157	4220661
United States	JLR	85422162	
United States	JLR	85422166	