

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
Mamiya America Corporation		03/18/2013	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Profoto AB		
Street Address:	Flygfaltsgatan 4		
City:	Skarpnack		
State/Country:	SWEDEN		
Postal Code:	12821		
Entity Type:	JOINT STOCK COMPANY: SWEDEN		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	1392180		
Registration Number:	3255836	PROFOTO	
Registration Number:	3251507	PROFOTO	
Registration Number:	3862775	CREATIVE LIGHT	
Registration Number:	3862776	CL CREATIVE LIGHT	
Registration Number:	3862777	CL CREATIVE LIGHT	
CORRESPONDENCE DATA			
Fax Number:	2125750671		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-790-9200		
Email:	trademark@ccl.com, mxe@ccl.com		
Correspondent Name:	Joel Karni Schmidt		
Address Line 1:	1133 Avenue of the Americas		
Address Line 2:	Cowan, Liebowitz & Latman, P.C.		
Address Line 4:	New York, NEW YORK 10036		

OP \$165.00 1392180

TRADEMARK

ATTORNEY DOCKET NUMBER:	29958.002/JKS/MXE
DOMESTIC REPRESENTATIVE	
Name:	Joel Karni Schmidt
Address Line 1:	1133 Avenue of the Americas
Address Line 2:	Cowan, Liebowitz & Latman, P.C.
Address Line 4:	New York, NEW YORK 10036
NAME OF SUBMITTER:	Joel Karni Schmidt
Signature:	/Joel Karni Schmidt/
Date:	09/12/2013
Total Attachments: 2 source=Assignment - Mamiya America Corp to Profoto AB#page1.tif source=Assignment - Mamiya America Corp to Profoto AB#page2.tif	

Trademark Assignment

This Trademark Assignment Agreement (this "Agreement") is made this 18 day of March, 2013 between Mamiya America Corporation, with an address at 75 Virginia Road, North White Plains, New York, 10603, U.S.A. ("Assignor") and Profoto AB, with an address at Flygfältsgatan 4, Skarpnäck, 128 21, Sweden ("Assignee"), pursuant to the Distributorship Agreement, dated February 22, 2011, between Assignor and Assignee, as amended, and Option Agreement 1 dated as of October 31, 2008, Option Agreement 2 dated as of October 31, 2008, and Option Agreement 3 dated as of October __, 2008, Option Agreement 1 Creative Light dated as of May 7, 2012, Option Agreement 2 CL Creative Light logotype dated as of May 7, 2012, Option Agreement 3 CL Creative Light dated as of May 7, 2012 between Assignor and Assignee (collectively, the "Profoto Agreements").

WHEREAS, Assignor is the owner of the registrations for the marks shown in the attached Schedule 1 (the "Trademarks");

WHEREAS, pursuant to the Profoto Agreements, Assignor has granted to Assignee the irrevocable right to purchase from Assignor the Trademarks and all of Assignor's right, title and interest in and to the Trademarks, and the goodwill associated therewith; and

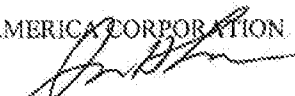
WHEREAS, Assignee wishes to acquire the Trademarks and all of Assignor's right, title and interest in and to the Trademarks and the goodwill associated therewith.

NOW, THEREFORE, for Six Dollars (\$6) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademarks, whether statutory or at common law, including any applications and registrations thereof, together with the goodwill of the business symbolized by the Trademarks, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof. This Agreement shall be construed in a manner consistent with the terms of the Profoto Agreements. Except for the Profoto Agreements, this Agreement contains the final, complete and exclusive understanding between Assignor and Assignee regarding its subject matter and supersedes any prior or contemporaneous agreement, understanding, or representation, oral or written, by either of the parties. This Agreement may be executed in one or more counterparts and by scanned or facsimile signature(s), each of which shall be deemed an original, but all of which together shall constitute one in the same agreement.

IN WITNESS WHEREOF, the parties hereto have entered into and signed this Agreement as of the date first above written.

MAMIYA AMERICA CORPORATION


By: _____
Name: _____
Title: _____



Tom Leckner
PRES

PROFOTO AB

By: _____
Name: _____
Title: _____



A. HEDEBARK
CEO

SCHEDULE 1

<u>Mark</u>	<u>Registration No.</u>
logotype "Semi-circle and block Design"	1,392,180
word mark PROFOTO	3,255,836
logotype "Semi-circle and black Design and PROFOTO	3,251,507
word mark CREATIVE LIGHT	3,862,775
logotype "CL CREATIVE LIGHT"	3,862,776
word mark CL CREATIVE LIGHT	3,862,777

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