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Form PTO-1594 (Rev. 12-11)
OMB Collection 0651-0027 (exp. 04/30/2015)

11/08/2013



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RECORDATION FORM CO TRADEMARKS

103663566

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

11/05/13

1. Name of conveying party(ies):

WORLD WIDE FUND FOR NATURE AUSTRALIA

- Individual(s)
- Partnership
- Corporation- State: _____
- Other Public Company
- Association
- Limited Partnership

Citizenship (see guidelines) Australia

Additional names of conveying parties attached? Yes No

3. Nature of conveyance/Execution Date(s) :

Execution Date(s) September 24, 2013

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: WWF-WORLD WIDE FUND FOR NATURE

Street Address: Avenue du Mont-Blanc

City: Gland

State: _____

Country: Switzerland Zip: 1196

- Individual(s) Citizenship _____
- Association Citizenship _____
- Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- Other Non-Profit Found Citizenship Switzerland

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) Text

B. Trademark Registration No.(s)

3,578,485 3,578,486

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Donald L. Dennison

Internal Address: Ladas & Parry

Suite 105

Street Address: 1727 King Street

City: Alexandria

State: Virginia Zip: 22314

Phone Number: (703)837-9600 Ext. 15

Docket Number: BF 13656391

Email Address: ddennison@ladas.com

6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$65

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number 11/08/2013 00000005 120425 3578-05

Authorized User Name Donald L. Dennison

9. Signature:

Donald L. Dennison
Signature

November 5, 2013

Date

Donald L. Dennison

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

25

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK
REEL: 005159 FRAME: 0051



Deed of Assignment of Trade Mark Registrations and Applications

World Wide Fund for Nature Australia

WWF - World Wide Fund for Nature

Allens Patent & Trade Mark Attorneys
Deutsche Bank Place
Corner Hunter and Phillip Streets
Sydney NSW 2000 Australia
Tel +61 2 9230 4000
Fax +61 2 9230 5333
www.allens.com.au

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TRADEMARK
REEL: 005159 FRAME: 0052

Deed of Assignment of Trade Mark Applications and Registrations

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Date	24 September 2013	2012
Parties		
1.	World Wide Fund for Nature Australia (ACN 011 594 074) of Level 13, 235 Jones Street, Ultimo, NSW 2007 (the Assignor)	
2.	WWF - World Wide Fund for Nature of Avenue du Mont-Blanc, 1196 Gland, Switzerland (the Assignee)	
Recitals		
A	The Assignor is the registered proprietor of a portfolio of Earth Hour trade mark registrations including the trade mark registrations described in Schedules 1-17 as "registered" (the Registrations).	
B	The Assignor is the applicant seeking registration of a number of Earth Hour trade marks including those for which applications have been filed and which are described as "pending" in Schedules 1-17 (the Applications).	
C	The Assignor has agreed to assign to the Assignee its entire right, title and interest in and to the Applications and the Registrations, in both cases including the <u>goodwill and rights of that nature symbolised by the Registrations and Applications</u> , on the terms and conditions contained in this Deed.	

It is agreed as follows.

1. Assignment

The Assignor, as legal owner, assigns to the Assignee:

- (a) all its right, title and interest in and to the Applications (including any registrations arising in relation to the Applications) and the Registrations, in both cases including the goodwill and rights of that nature symbolised by the Registrations and Applications;
- (b) the right to lodge and prosecute further applications to register any of the trade marks the subject of or deriving from any of the Applications or Registrations in respect of any of the goods and services covered by the relevant Applications and Registrations (the **Further Applications**);
- (c) the right to prosecute and obtain registration of the Applications and the Further Applications;
- (d) the right to change the address for service for the Registrations and the Applications; and

-
- (e) all its right to institute and maintain proceedings for trade mark infringement against any person who before, on or after the date of this Deed infringes rights given by the Registrations or by any registration arising in relation to the Applications or the Further Applications.

2. Forms

The Assignor must at the request of the Assignee:

- (a) execute all documents, forms and authorisations and depose to or swear any declaration or oath as may be required for absolutely vesting all its right, title and interest in and to the Applications and the Registrations (and the Further Applications and any registrations arising from them) in the Assignee; and
- (b) execute all documents, forms and authorisations and depose to or swear any declaration or oath as may be required for procuring the registration of the Applications and the Further Applications.

3. Proceedings

The Assignor must render the Assignee such reasonable assistance as may be reasonably necessary in any proceedings involving any of the Registrations, the Applications or the Further Applications (or any registrations arising from them) or any of the trade marks the subject of any of those applications or registrations.

4. Governing Law and Jurisdiction

This Deed is governed by the laws of New South Wales, Australia.

5. Counterparts

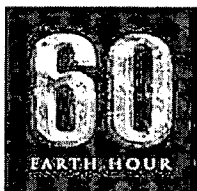

This Deed may be executed in any number of counterparts. All counterparts together will be taken to constitute one instrument.

Deed of Assignment of Trade Mark Applications and Registrations

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Schedule 1

Australia: Trade Mark Applications and Registrations

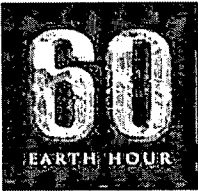


Trade Mark	Class(es)	Number	Status
EARTH HOUR	9, 16, 18, 21, 24, 25, 28, 35, 41	1151907	Registered
EARTH HOUR	36, 38, 41, 42, 45	1405094	Registered
	9, 16, 18, 21, 24, 25, 28, 35, 41	1151908	Registered
	36, 38, 41, 42, 45	1405095	Registered
VOTE EARTH	16, 25, 35, 41	1289946	Registered

Deed of Assignment of Trade Mark Applications and Registrations

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Schedule 2

Brazil: Trade Mark Applications

Trade Mark	Class(es)	Number	Status
EARTH HOUR	16	829128751	Pending
EARTH HOUR	25	829128760	Pending
EARTH HOUR	35	829128778	Pending
EARTH HOUR	41	829128786	Pending
EARTH HOUR	36	831059885	Pending
EARTH HOUR	38	831059877	Pending
EARTH HOUR	41	831059869	Pending
EARTH HOUR	42	831059842	Pending
EARTH HOUR	45	831059850	Pending
	16	829128794	Pending
	25	829128808	Pending
	35	829128816	Pending

Deed of Assignment of Trade Mark
Applications and Registrations

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41

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Pending



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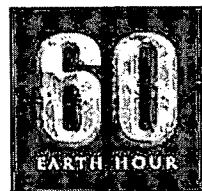
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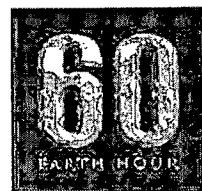
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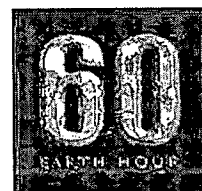
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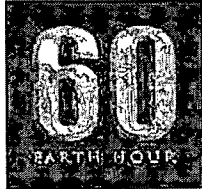
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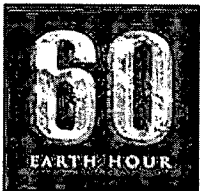
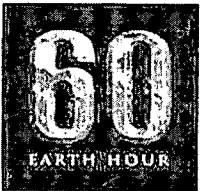

Schedule 3

Canada: Trade Mark Applications and Registrations

Trade Mark	Class(es)	Number	Status
EARTH HOUR		785193	Registered
EARTH HOUR		1535242	Pending
	16, 25, 35, 41	1351271	Pending
		1535244	Pending

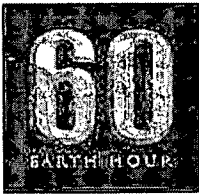
Schedule 4

China: Trade Mark Registrations

Trade Mark	Class(es)	Number	Status
EARTH HOUR	16	6105051	Registered
EARTH HOUR	25	6105052	Registered
EARTH HOUR	35	6105053	Registered
EARTH HOUR	41	6105058	Registered
	16	6105054	Registered
	35	6105056	Registered
	41	6105057	Registered

Schedule 5

European Community: Trade Mark Registrations



Trade Mark	Class(es)	Number	Status
EARTH HOUR	16, 25, 35, 41	5989934	Registered
	16, 25, 35, 41	5990023	Registered

Deed of Assignment of Trade Mark Applications and Registrations

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Schedule 6

Hong Kong: Trade Mark Applications and Registrations

Trade Mark	Class(es)	Number	Status
EARTH HOUR	16, 25, 35, 41	301222820	Registered
EARTH HOUR	36, 38, 41, 42, 45	301977049	Pending
	16, 25, 35, 41	301224224	Registered
	36, 38, 41, 42, 45	301970758	Pending





Schedule 7

India: Trade Mark Applications and Registrations

Trade Mark	Class(es)	Number	Status
EARTH HOUR	16, 25, 35, 41	1567097	Registered
EARTH HOUR	36, 38, 41, 42, 45	2175376	Pending
	16, 25, 35, 41	1567098	Registered
	36, 38, 41, 42, 45	2175374	Pending

Schedule 8

Indonesia: Trade Mark Applications and Registrations

Trade Mark	Class(es)	Number	Status
EARTH HOUR	16	IDM000196855	Registered
EARTH HOUR	35	IDM000196856	Registered
EARTH HOUR	41	IDM000196857	Registered
EARTH HOUR	36	J00.2011.028114	Pending
EARTH HOUR	38	J00.2011.028116	Pending
EARTH HOUR	41	J00.2011.028117	Pending
EARTH HOUR	42	J00.2011.028118	Pending
EARTH HOUR	45	J00.2011.028119	Pending
	16	IDM000196853	Registered
	35	J00-2007-018858	Pending
	41	IDM000196854	Registered
	36	J00.2011.028121	Pending

Deed of Assignment of Trade Mark
Applications and Registrations

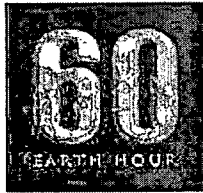
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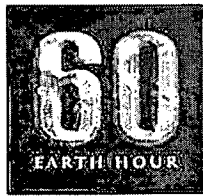
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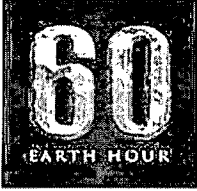
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Deed of Assignment of Trade Mark Applications and Registrations

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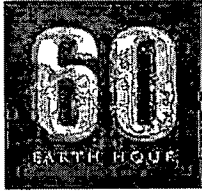


Schedule 9

International Trade Mark Registrations

Trade Mark	Class(es)	Number	Status
EARTH HOUR	16, 25, 35, 41	986333	Registered
EARTH HOUR	36, 38, 41, 42, 45	1103343	Registered
	16, 25, 35, 41	990599	Registered
	36, 38, 41, 42, 45	1095687	Registered
VOTE EARTH	16, 35, 41	1013449	Registered

Schedule 10

Malaysia: Trade Mark Applications and Registrations

Trade Mark	Class(es)	Number	Status
EARTH HOUR	16	8020760	Registered
EARTH HOUR	25	8020761	Registered
EARTH HOUR	35	8020762	Registered
EARTH HOUR	41	8020763	Registered
EARTH HOUR	36	2011052074	Pending
EARTH HOUR	38	2011052076	Pending
EARTH HOUR	41	2011052077	Pending
EARTH HOUR	42	2011052078	Pending
EARTH HOUR	45	2011052079	Pending
	16	8020764	Registered
	25	8020765	Registered
	35	8020766	Registered
	41	8020767	Registered

Deed of Assignment of Trade Mark
Applications and Registrations

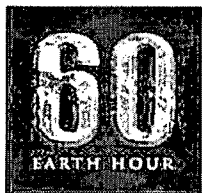
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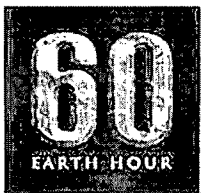
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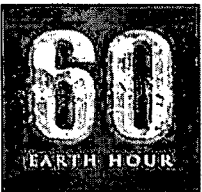
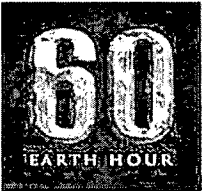

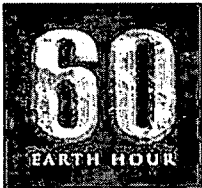
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Pending


Schedule 11

Mexico: Trade Mark Applications and Registrations

Trade Mark	Class(es)	Number	Status
EARTH HOUR	16	1114719	Registered
EARTH HOUR	25	1073057	Pending
EARTH HOUR	35	1073056	Registered
EARTH HOUR	41	1110122	Registered
	16	1078535	Registered
	25	1074759	Registered
	35	1077015	Registered
	41	1110123	Registered

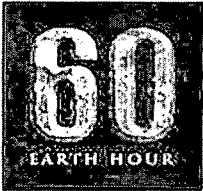

Schedule 12

New Zealand: Trade Mark Registrations

Trade Mark	Class(es)	Number	Status
EARTH HOUR	16, 25, 35, 41	770115	Registered
	16, 25, 35, 41	770116	Registered

Schedule 13

Philippines: Trade Mark Applications and Registrations





Trade Mark	Class(es)	Number	Status
EARTH HOUR	16, 25, 35, 41	4-2007-006121	Registered
EARTH HOUR	36, 38, 41, 42, 45	4-2011-008325	Pending
	16, 25, 35, 41	4-2007-006120	Registered
	36, 38, 41, 42, 45	4-2011-008326	Pending

Deed of Assignment of Trade Mark Applications and Registrations

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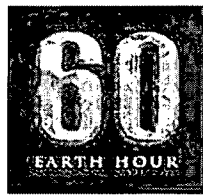
Schedule 14

South Africa: Trade Mark Applications and Registrations

Trade Mark	Class(es)	Number	Status
EARTH HOUR	16	2007/12504	Registered
EARTH HOUR	25	2007/12505	Registered
EARTH HOUR	35	2007/12506	Registered
EARTH HOUR	41	2007/12507	Registered
EARTH HOUR	36	2011/16764	Pending
EARTH HOUR	38	2011/16765	Pending
EARTH HOUR	41	2011/16766	Pending
EARTH HOUR	42	2011/16767	Pending
EARTH HOUR	45	2011/16768	Pending
	16	2007/12508	Registered
	25	2007/12509	Registered
	35	2007/125010	Registered
	41	2007/12511	Registered

Deed of Assignment of Trade Mark
Applications and Registrations

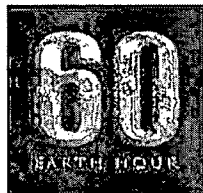
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2011/16770

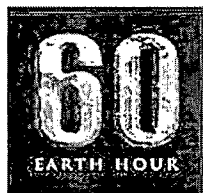
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41

2011/16771

Pending



42

2011/16772

Pending




45

2011/16773

Pending





Schedule 15

Switzerland: Trade Mark Registrations

Trade Mark	Class(es)	Number	Status
EARTH HOUR	16, 25, 35, 41	563918	Registered
	16, 25, 35, 41	563924	Registered

Schedule 16

Thailand: Trade Mark Registrations


Trade Mark	Class(es)	Number	Status
EARTH HOUR	16	KOR285829	Registered
EARTH HOUR	25	KOR279017	Registered
EARTH HOUR	35	BOR39348	Registered
EARTH HOUR	41	BOR39349	Registered
	16	KOR285830	Registered
	25	KOR278946	Registered
	35	BOR39350	Registered
	41	BOR39367	Registered

Deed of Assignment of Trade Mark
Applications and Registrations

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Schedule 17

United States of America: Trade Mark Registrations

Trade Mark	Class(es)	Number	Status
EARTH HOUR	16, 25, 35, 41	3578486	Registered
	16, 25, 35, 41	3578485	Registered

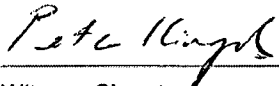
Executed and delivered as a Deed in Sydney and Geneva.

Executed as a deed by World Wide Fund
for Nature Australia:



Signature
Brent Wallace.

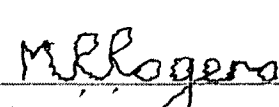
Print Name (and title)



Witness Signature
PETER KINGSTON

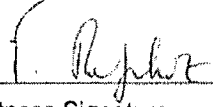
Print Name

Executed as a deed by WWF - World Wide
Fund for Nature



Signature
Michael R. ROGERS (Legal Advisor)

Print Name (and title)



Witness Signature
Françoise RAPHOZ

Print Name