TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM312082

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
DAIMLER AG		07/21/2014	CORPORATION: GERMANY

RECEIVING PARTY DATA

Name:	EM-MOTIVE GmbH
Street Address:	Robert-Bosch-Strasse 200
City:	Hildesheim
State/Country:	GERMANY
Postal Code:	31139
Entity Type:	LIMITED LIABILITY COMPANY: GERMANY

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	4394609	EMMOTIVE
Registration Number:	4394610	EM-MOTIVE

CORRESPONDENCE DATA

Fax Number: 2123701819

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 212 661 1400
Email: ddonnelly@vonmaltitz.com
Correspondent Name: Diane Donnelly
Address Line 1: von Maltitz, Derenberg, Kunin et al
Address Line 2: 60 East 42nd Street, Suite 2446
Address Line 4: New York, NEW YORK 10165

DOMESTIC REPRESENTATIVE

Name: Diane Donnelly
Address Line 1: von Maltitz, Derenberg, Kunin, et al
Address Line 2: 60 East 42nd Street, Suite 2446
Address Line 4: New York, NEW YORK 10165

NAME OF SUBMITTER:	Diane Donnelly
SIGNATURE:	/Diane Donnelly/
DATE SIGNED:	07/28/2014

OP $65.00 4394609

Total Attachments: 3
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ASSIGNMENT

WHEREAS, DAIMLER AG, a corporation of Germany, (hereinafter "Assignor"), is the owner in the United States of America of the trademarks and registrations thereof in The United States Patent and Trademark Office set forth in attached Schedule A (hereinafter "the Assigned Marks and Registrations"); and

WHEREAS, EM-MOTIVE GmbH, a limited liability company of Germany, located and doing business at Robert-Bosch-Strasse 200, Hildesheim, Germany 31139, (hereinafter "Assignee"), is desirous of acquiring said marks and registrations;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all of Assignor's rights, title and interest in and to said marks and registrations thereof, together with the good will of the business connected with the use of and symbolized by said marks, as well as all rights to damages or profits, due or accrued, arising out of past infringement of said marks or injury to said good will, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed this 21st day of July, 2014.

DAIMLER AG

By

Name: KANGOLD
Title: Authorized Representative

By

Name: SPIEGEL
Title: Authorized Representative

TRADEMARK
REEL: 005331 FRAME: 0295

SCHEDULE A

TRADEMARK	REGISTRATION NO.
EMMOTIVE	4,394,609
EM-MOTIVE	4,394,610