

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM319881

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nissan North America, Inc.		09/29/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Nissan Jidosha Kabushiki Kaisha		
Trading As:	Nissan Motor Co., Ltd.		
Street Address:	No. 2 Takaracho, Kanagawa-ku		
City:	Yokohama-shi, Kanagawa		
State/Country:	JAPAN		
Postal Code:	220-8623		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4498697	INNOVATION THAT EXCITES	
CORRESPONDENCE DATA			
Fax Number:			
<i>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.</i>			
Email:	trademarks@nissan-usa.com		
Correspondent Name:	Micol Cecchi		
Address Line 1:	P.O. Box 685001		
Address Line 2:	A-5-C		
Address Line 4:	Franklin, TENNESSEE 37067		
ATTORNEY DOCKET NUMBER:	W-14-0525		
DOMESTIC REPRESENTATIVE			
Name:	Micol Cecchi		
Address Line 1:	P.O. Box 685001		
Address Line 4:	Franklin, TENNESSEE 37067		
NAME OF SUBMITTER:	Micol Cecchi		
SIGNATURE:	/Micol Cecchi/		
DATE SIGNED:	10/13/2014		

CH \$40.00 4498697

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, NISSAN NORTH AMERICA, Inc., a California corporation with an address of One Nissan Way, Franklin TN 37067 - P.O. Box 685001 Franklin, TN 37068 (the "Assignor") owns the trademarks (the "Marks") and the corresponding trademark registrations with the U.S. Patent and Trademark Office, as identified below:

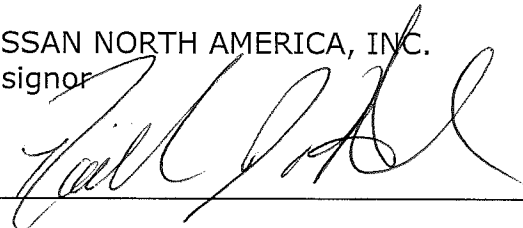
Country	Mark	Registration No.	Services
USA	INNOVATION THAT EXCITES	4498697	Cl. 12 - Motor vehicles, namely, automobiles, trucks, sport utility vehicles, commercial vehicles, and structural parts therefor Cl. 35 - Motor vehicle dealership services
CANADA	INNOVATION THAT EXCITES	TMA878801	Motor vehicles, namely, automobiles, trucks, sport utility vehicles and commercial vehicles, namely, trucks, vans, pick-up trucks, and structural parts therefor; motor vehicle dealership services

(the "Registrations");

WHEREAS, Nissan Jidosha Kabushiki Kaisha, TA Nissan Motor Co., Ltd., a Japanese corporation with an address of No. 2 Takaracho, Kanagawa-ku, Yokohama-shi, Kanagawa-ken 220-8623, Japan (the "Assignee") is desirous of acquiring the said Marks and the Registrations therefore together with the goodwill of the business which is symbolized by the Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks and the Registrations throughout the world together with the goodwill of the business which is symbolized by the Mark, along with any right to recover for damages and profits for past infringements thereof.

NISSAN NORTH AMERICA, INC.
Assignor



By: Richard Ash

Title: Sr. manager, Marketing Communications

Date: 9/29/14