

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM330182

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HERE Holding Corporation		01/26/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	HERE Global B.V.		
Street Address:	DERUN 1115		
City:	5503 LB VELDHOVEN		
State/Country:	NETHERLANDS		
Entity Type:	CORPORATION: NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4576087	MAPCARE	
CORRESPONDENCE DATA			
Fax Number:	3123609315		
<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>			
Phone:	3123600080		
Email:	smelby@gbclaw.net		
Correspondent Name:	Greer, Burns & Crain, Ltd.		
Address Line 1:	300 South Wacker Drive		
Address Line 2:	Suite 2500		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	100249 MAPCARE ASSIGNMEN		
DOMESTIC REPRESENTATIVE			
Name:	Greer, Burns & Crain, Ltd.		
Address Line 1:	300 South Wacker Drive		
Address Line 2:	Suite 2500		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Amy C. Ziegler		
SIGNATURE:	/Amy C. Ziegler/		
DATE SIGNED:	01/27/2015		

OP \$40.00 4576087

Total Attachments: 2

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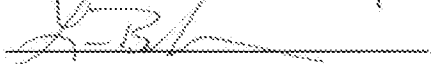
U.S. TRADEMARK ASSIGNMENT

WHEREAS, HERE Holding Corporation, an entity incorporated in the state of Delaware, having its registered address at 425 W. Randolph Street, Chicago, IL 60606 ("Assignor"), is the owner of the marks identified in Exhibit A, hereinafter referred to as the "Trademarks."

WHEREAS, HERE Global B.V., an entity incorporated in the Netherlands, having its registered address at De Run 1115, 5503 LB, Veldhoven, the Netherlands ("Assignee"), is desirous of acquiring the entire right, title and interest in and to such Trademarks and resulting registrations, and the goodwill of the business symbolized by the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all of its right, title and interest in and to such Trademarks, along with the goodwill of the business symbolized by the Trademarks, together with the right to sue and recover for past infringements, dilution and other violations.

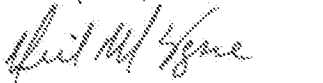
HERE Holding Corporation, by



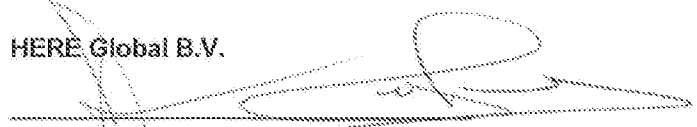
Name: Lori Bellows

Title: Director

Date: 1/26/15


Neil McFarlane
Senior Legal Counsel
January 26, 2015

HERE Global B.V.



Name: E.M. van Haaren R.A.J. Houben

Title: Managing Director Managing Director

Date: 19 JAN 2015

Exhibit A

Mark	U.S. Application Serial No. / Registration No.	Class
MAPCARE	77708,850	Class 9 and 39