

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM348418

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Sony Corporation		07/07/2015	CORPORATION: JAPAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sony Global Education, Inc.		
<b>Street Address:</b>	1-22-1 Higashigotanda Shinagawa-ku		
<b>City:</b>	Tokyo		
<b>State/Country:</b>	JAPAN		
<b>Postal Code:</b>	141-0022		
<b>Entity Type:</b>	CORPORATION: JAPAN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86608995		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3124276663		
<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>			
<b>Phone:</b>	(312) 427-1300		
<b>Email:</b>	chiustm@ladas.net		
<b>Correspondent Name:</b>	Ladas & Parry LLP		
<b>Address Line 1:</b>	224 South Michigan Avenue		
<b>Address Line 2:</b>	Suite 1600		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60604		
<b>ATTORNEY DOCKET NUMBER:</b>	3T15669903/CHRIS		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Ladas & Parry		
<b>Address Line 1:</b>	224 South Michigan Avenue		
<b>Address Line 2:</b>	Suite 1600		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60604		
<b>NAME OF SUBMITTER:</b>	BORIS UMANSKY		
<b>SIGNATURE:</b>	/BORIS UMANSKY/		

CH \$40.00 86608995

<b>DATE SIGNED:</b>	07/17/2015
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<b>Total Attachments: 1</b> source=SONY GLOBAL EDUCATION INC#page1.tif
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**UNITED STATES OF AMERICA**  
**ASSIGNMENT**

WHEREAS, SONY CORPORATION, a Corporation organized in Japan, with its principal place of business at 1-7-1 Konan, Minato-ku, Tokyo, Japan, (hereinafter called the ASSIGNOR) has intended to use the following mark in commerce and has filed an intent to use application now bearing Serial Number 86/608,995, filed April 24, 2015 on the Principal Register of the United States Patent and Trademark Office, for M (device)/DOUBLE CUBE DESIGN IN COLOR indicating that intention, but has not yet filed a statement of use under Section 1(c) or 1(d) of the Trademark Act. ASSIGNOR is assigning the mark in the above identified application as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. § 1060;

AND WHEREAS, Sony Global Education, Inc., a Corporation organized in Japan, with its principal place of business at 1-22-1 Higashigotanda Shinagawa-ku, Tokyo, 141-0022 Japan, (hereinafter called the ASSIGNEE) is the successor to that portion of the business to which said mark pertains, and said business is ongoing and existing and ASSIGNEE is desirous of acquiring the right, title and interest in and to the said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE the entire right, title and interest in perpetuity in and to said mark, including any common law rights and other rights of use, together with the goodwill of the business symbolized by said mark, the same to be held and enjoyed by the ASSIGNEE, its successors and assigns to the same extent that such would have been held and enjoyed by ASSIGNOR absent this Assignment. ASSIGNOR hereby covenants and agrees to provide any further necessary and appropriate documentation and do all further acts reasonably requested by ASSIGNEE in this regard to confirm and perfect title in and to said mark in ASSIGNEE, its successors, assigns, or other legal representatives.

The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to the said ASSIGNEE.

IN WITNESS WHEREOF, the ASSIGNOR has caused this Assignment to be executed this 7th day of July, 2015 by the signature of its authorized representative as set forth below.

**SONY CORPORATION**

By: \_\_\_\_\_

Name: Fumihiko Moriya

Title: VP, Senior General Manager, Intellectual Property Division

**TRADEMARK**