

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM356074

<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>
ARTANA LLC		06/01/2015	LIMITED LIABILITY COMPANY:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CHARLES EDISON FUND		
<b>Street Address:</b>	1 RIVERFRONT PLZ #340		
<b>Internal Address:</b>	NEWARK LEGAL CENTER		
<b>City:</b>	NEWARK		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07102		
<b>Entity Type:</b>	CORPORATION: NEW JERSEY		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86552986	TESLA VS EDISON	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5132416234		
<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>	5132412324		
<b>Email:</b>	CTARVIN@WHE-LAW.COM		
<b>Correspondent Name:</b>	WOOD, HERRON, & EVANS, LLP		
<b>Address Line 1:</b>	441 VINE STREET		
<b>Address Line 2:</b>	2700 CAREW TOWER		
<b>Address Line 4:</b>	CINCINNATI, OHIO 45202		
<b>ATTORNEY DOCKET NUMBER:</b>	CEF-2TM		
<b>NAME OF SUBMITTER:</b>	DAVID A. FITZGERALD II		
<b>SIGNATURE:</b>	/David A. Fitzgerald II/		
<b>DATE SIGNED:</b>	09/23/2015		
<b>Total Attachments: 1</b>			
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OP \$40.00 86552986

ASSIGNMENT CONFIRMATION

This Assignment Agreement (this "**Agreement**"), is entered into as of July 30, 2015 (the "**Effective Date**") by Artana LLC ("**Artana**"), which is the owner of a U.S. trademark application assigned serial no. 86552986 as well as related common law rights relative to the "Tesla vs Edison" mark used in commerce and the accrued goodwill associated with these marks (collectively, the "**Transferred Trademark Property**"), and the Charles Edison Fund ("**CEF**"), which desires to acquire the entire worldwide right, title and interest in and to these properties owned by Artana.

For good and valuable consideration, the receipt and sufficiency of which are acknowledged by the Parties, and with the intent to be legally bound hereby, the Parties agree as follows:

Artana hereby sells or has sold, assigns or has assigned, and otherwise transfers or has transferred to CEF, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the Transferred Trademark Property, including the above-identified United States trademark application, and any and all other trademark applications and renewals that may be applied for or granted therefor in the United States and in all foreign countries and jurisdictions, as well as common law rights and that portion of the goodwill of the business associated with all of these marks. In addition, Artana hereby authorizes and requests the Director of the United States Patent and Trademark Office to issue any United States Trademark registration, and foreign patent authorities to issue any foreign trademark registration, granted for the mark, to CEF, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the same to be held and enjoyed by CEF, its successors, legal representatives, and assigns to the full end of the terms for which any and all such trademark registrations may be granted, as fully and entirely as would have been held and enjoyed by Artana had this Assignment not been made.

**EXECUTED** by the Parties:

*ARTANA LLC (Assignor)*

*CHARLES EDISON  
FUND (Assignee)*

By: D. Lizer  
Its: Founder / Owner  
Date: June 1, 2015

By: [Signature]  
Its: EX VICE PRESIDENT  
Date: JUNE 2, 2015