

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM415302

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mitsubishi Chemical Corporation		04/01/2016	Corporation:
RECEIVING PARTY DATA			
Name:	Pioneer Corporation		
Street Address:	28-8, Honkomagome 2-Chome, Bunkyo-Ku,		
City:	TOKYO		
State/Country:	JAPAN		
Entity Type:	Corporation: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4593181	VELVE	
CORRESPONDENCE DATA			
Fax Number:	7037392815		
<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:	iprecordals@cpaglobal.com		
Correspondent Name:	CPA GLOBAL LIMITED		
Address Line 1:	LIBERATION HOUSE		
Address Line 2:	CASTLE STREET		
Address Line 4:	ST HELIER, JERSEY JE1 1BL		
NAME OF SUBMITTER:	Helen Birrell		
SIGNATURE:	/H/BIRRELL/IPR/HW/NGB PIONEER 020/AG1TM/		
DATE SIGNED:	02/08/2017		
Total Attachments: 2			
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USA

USA

ASSIGNMENT

WHEREAS, **Mitsubishi Chemical Corporation** ("ASSIGNOR"), a corporation organized under the laws of **Japan**, with a place of business at **1-1, Marunouchi 1-Chome, Chiyoda-Ku, Tokyo, Japan**, owns the United States trademark registrations ("Registrations") and the United States trademark applications ("Applications") listed on the attached Schedule; and

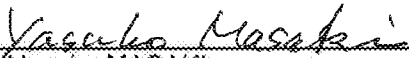
WHEREAS, **Pioneer Corporation** ("ASSIGNEE"), a corporation organized under the laws of **Japan**, with a place of business at **28-8, Honkomagome 2-chome, Bunkyo-ku, TOKYO, JAPAN**, desires to acquire all rights to the Marks, the Registrations, and the goodwill of the business symbolized by the Marks;

NOW, THEREFORE, in consideration of One Dollar and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has sold, assigned, transferred, and set over, and does, by this Assignment, sell, assign, transfer, and set over unto ASSIGNEE, all rights to the Marks and the Registrations, together with the goodwill of the business symbolized by the Marks, and all claims for damages and profits for past infringement with the right to sue for and collect the same for the use and benefit of ASSIGNEE, its successors, assigns, and legal representatives.

This Assignment is deemed to have become effective as from: April 01, 2016

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have caused this Assignment to be executed by its duly authorized officer or representative, as the date(s) written below.

ASSIGNOR: Mitsubishi Chemical Corporation


Name: Yasuko MASAKI

Title : Associate Director, General Manager, Intellectual Property Department

Date: January 17, 2017

ASSIGNEE: Pioneer Corporation


Name: Naoki AOYAMA

Title: General Manager, Intellectual Property Division

Date: January 17, 2017

Schedule

Country	IP Registration Number	IP Name
U.S.A.	4593181	VELVE