

900400437 03/30/2017

TRADEMARK ASSIGNMENT COVER SHEET

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ETAS ID: TM421725

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DEI SALES, INC.		03/28/2017	Corporation:
RECEIVING PARTY DATA			
Name:	DEFINITIVE TECHNOLOGY, LLC		
Street Address:	1 VIPER WAY		
City:	VISTA		
State/Country:	CALIFORNIA		
Postal Code:	92081		
Entity Type:	Corporation: CALIFORNIA Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	4344001	D. DEFINITIVE TECHNOLOGY	
Registration Number:	4280674	SOLOCINEMA XTR	
Registration Number:	4326125	SOUND CYLINDER	
Registration Number:	4314116	SOUND INSPIRES	
Registration Number:	4641903	D. DEFINITIVE TECHNOLOGY CUBE	
Registration Number:	4539569	INCLINE	
CORRESPONDENCE DATA			
Fax Number:	6175231231		
<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:	617-570-1000		
Email:	mbreault@goodwinlaw.com, patentbos@goodwinlaw.com		
Correspondent Name:	GOODWIN LAW LLP-PATENT ADMINISTRATOR		
Address Line 1:	100 NORTHERN AVENUE		
Address Line 4:	BOSTON, MASSACHUSETTS 02210		
NAME OF SUBMITTER:	JOEL E. LEHRER		
SIGNATURE:	/Joel E. Lehrer/		
DATE SIGNED:	03/30/2017		
Total Attachments: 3			

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made effective this 28th day of March, 2017, by and between DEI Sales, Inc., a corporation organized and existing under the laws of Florida and having a usual place of business at *I Viper Way, Vista, California 92081* ("Assignor") and Definitive Technology, LLC, a corporation organized and existing under the laws of Delaware and having a usual place of business at *I Viper Way, Vista, California 92081* ("Assignee").

WHEREAS, Assignor holds all right, title and interest in and to the trademarks, service marks and trade names set forth on Exhibit A attached hereto and incorporated herein by reference (the "Marks"); and

WHEREAS, Assignor now wishes to assign the Marks to Assignee, and Assignee is desirous of acquiring the Marks from Assignor, together with the goodwill of the business symbolized thereby;

NOW, THEREFORE, in consideration of the premises set forth above and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor does hereby sell, assign, convey and transfer unto Assignee and its successors, assigns and legal representatives, Assignor's entire right, title and interest in and throughout the world in and to the Marks (including any common law rights that may exist and are associated therewith), together with the goodwill of the business symbolized thereby and appurtenant thereto, the same to be held and enjoyed by Assignee, its successors, permitted assigns or legal representatives, together with income, royalties, damages or payments due on or after the date hereof, including, without limitation, all claims for damages or payments by reason of infringement or unauthorized use of the Marks, along with the right to sue for past infringements and collect same for Assignee's sole use and enjoyment.

Assignor does hereby authorize the Director of the United States Patent & Trademark Office, and the empowered official of any country or countries foreign to the United States whose duty it is to record trademark registrations, applications and title thereto, to record the Marks and title thereto as the property of Assignee, its successors, assigns or legal representatives in accordance with the terms of this instrument.

Assignee and Assignor also agree that multiple copies of this Assignment may be executed, each of which shall be deemed an original, and each of which shall be valid and binding upon Assignee and Assignor.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as a sealed instrument by their duly authorized representatives as of the date first written above.

ASSIGNOR: DEI Sales, Inc.

Name: Crystal Bess
Signature: Crystal Bess
Title: VP of General Counsel

ASSIGNEE: Definitive Technology, LLC

Name: Crystal Bess
Signature: Crystal Bess
Title: VP of General Counsel

Exhibit A

Marks

<i>Mark</i>	<i>Registration No. & Date</i>
D. Definitive Technology	4344001 on May 28, 2013
Solocinema XTR	4280674 on January 22, 2013
Sound Cylinder	4326125 on April 23, 2013
Sound Inspires	4314116 on April 2, 2013
D. Definitive Technology Cube	4641903 on November 18, 2014
Incline	4539569 on May 27, 2014