

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM439515

<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>
Ford Motor Company		02/24/2017	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SMARTDEVICELINK CONSORTIUM, INC.		
<b>Street Address:</b>	332 E. Lincoln Ave., Suite 200		
<b>City:</b>	Royal Oak		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48067		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86688229	SMARTDEVICELINK	
<b>Serial Number:</b>	86688238	S SMARTDEVICELINK	
<b>Serial Number:</b>	86688241	S	
<b>Registration Number:</b>	5121322	SMARTDEVICELINK	
<b>Serial Number:</b>	86691057	S SMARTDEVICELINK	
<b>Serial Number:</b>	86691022	S	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2483583351		
<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>	2483584400		
<b>Email:</b>	trademarks@brookskushman.com		
<b>Correspondent Name:</b>	Hope V. Shovein		
<b>Address Line 1:</b>	1000 Town Center, 22nd Floor		
<b>Address Line 4:</b>	Southfield, MICHIGAN 48075-1238		
<b>ATTORNEY DOCKET NUMBER:</b>	SDL0100A		
<b>NAME OF SUBMITTER:</b>	Hope V. Shovein		
<b>SIGNATURE:</b>	/hope v shovein/		
<b>DATE SIGNED:</b>	08/16/2017		

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**Total Attachments: 2**

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## TRADEMARK ASSIGNMENT



WHEREAS, Ford Motor Company, a Delaware corporation, with its principal place of business at One American Road, Dearborn, Michigan 48126 ("Assignor"), is the owner of the following marks and applications therefore in the United States Trademark Office, and has intended to use or used the same but has not yet filed allegations of use under §1(c) or 1(d) of the Trademark Act:

<u>Trademark</u>	<u>App. No.</u>	<u>Application Date</u>	<u>Classes</u>
SMARTDEVICELINK	86688229	Filed: July 9, 2015	45
 smartdevicelink	86688238	Filed: July 9, 2015	45
	86688241	Filed: July 9, 2015	42 and 45

WHEREAS, Assignor is also the owner of the following use-based applications/registration in the United States Trademark Office:

<u>Trademark</u>	<u>App. No./Reg. No.</u>	<u>App./Reg. Date</u>	<u>Classes</u>
SMARTDEVICELINK	86691013/ 5121322	Filed: July 13, 2015 Registered: Jan. 10, 2017	9
 smartdevicelink	86691057	Filed: July 13, 2015	9
	86691022	Filed: July 13, 2015	9

WHEREAS, Assignor is also the owner of the following trademarks:

<u>Trademark</u>
sdl
 sdl


WHEREAS, Smart Device Link Consortium, a corporation organized and existing under the laws of Delaware and having an office and place of business at 332 E. Lincoln Ave., Suite 200, Royal Oak, MI 48067 ("Assignee"), the successor of the ongoing and existing business (or portion thereof) of Assignor, is desirous of acquiring said marks and the applications thereof;

WHEREAS, Assignor is assigning the marks in the above-identified applications as part of the entire business or portion thereof to which the marks pertain as required by 15 U.S.C. §1060;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the above-mentioned trademarks, including all common law rights, and trademark applications and registrations, together with the goodwill of the business symbolized by the mark, and the right to sue third parties for and recover damages from past and future infringements, dilution, and other violations of said mark.

Ford Motor Company, Assignor

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



Dated: February 24, 2017