

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM455226

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Telefonaktiebolaget L M Ericsson		12/12/2017	public limited liability company: SWEDEN
RECEIVING PARTY DATA			
Name:	Ericsson Media Services UK Limited		
Street Address:	7th Floor, Ealing Cross		
City:	85 Uxbride Road London W5 5TH		
State/Country:	UNITED KINGDOM		
Entity Type:	limited company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86855209	RED BEE	
Serial Number:	86746302	RED BEE	
CORRESPONDENCE DATA			
Fax Number:	7032990036		
<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:	3303363932		
Email:	adrienne@wrb-ip.com		
Correspondent Name:	Adrienne L. White		
Address Line 1:	P.O. Box 476		
Address Line 4:	Wadsworth, OHIO 44282		
ATTORNEY DOCKET NUMBER:	000307-190		
DOMESTIC REPRESENTATIVE			
Name:	Adrienne L. White		
Address Line 1:	P.O. Box 476		
Address Line 4:	Wadsworth, OHIO 44282		
NAME OF SUBMITTER:	Adrienne L. White		
SIGNATURE:	/adrienne white/		
DATE SIGNED:	12/20/2017		

OP \$65.00 86855209

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Telefonaktiebolaget LM Ericsson, a public limited liability company organized and existing under the laws of Sweden and having a place of business at SE-164 83 Stockholm Sweden (hereinafter "ASSIGNOR"), has adopted and used the service mark RED BEE for which ASSIGNOR has filed applications in the United States Patent and Trademark Office for registration of the word mark RED BEE, Serial No. 86/855,209, filed December 21, 2015, and for registration of the RED BEE logo, Serial No. 86/746,302 filed September 3, 2015; and

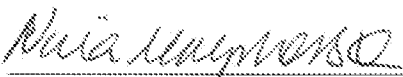
WHEREAS, Ericsson Media Services UK Limited, a limited company organized and existing under the laws of the United Kingdom and having a place of business at 7th Floor, Ealing Cross, 85 Uxbride Road London W5 5TH United Kingdom (hereinafter "ASSIGNEE"), is desirous of acquiring the aforesaid service mark, together with the goodwill of the business symbolized by the mark, the aforesaid applications therefor, and the right to recover damages for past acts of infringement.

NOW, THEREFORE, in consideration of the premises and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign unto ASSIGNEE all rights, title and interest in and to the aforesaid service mark RED BEE together with the goodwill of the business symbolized by the mark, the aforesaid applications therefor,

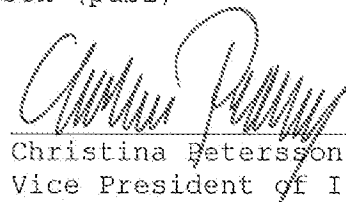
Serial Nos. 86/855,209 and 86/746,302, and the right to recover damages for past acts of infringement.

Stockholm, December 12, 2017

Telefonaktiebolaget LM Ericsson (publ)



Nina Macpherson
Senior Vice President and
Chief Legal Officer



Christina Petersson
Vice President of IPR Legal Services

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