

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM505874

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Honda Motor Co., Inc.		10/20/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Honda Motor Co., Ltd.		
Street Address:	1-1, 2-Chome, Minami-Aoyama, Minato-Ku		
City:	Tokyo		
State/Country:	JAPAN		
Postal Code:	107-8556		
Entity Type:	Corporation: JAPAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1528737	MAINTENANCE-MINDER	
Registration Number:	1530099	MAINTENANCE-MINDER	
CORRESPONDENCE DATA			
Fax Number:	2127986307		
<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:	212-326-0443		
Email:	halexis@pryorcashman.com		
Correspondent Name:	Dyan Finguerra-DuCharme		
Address Line 1:	Pryor Cashman LLP		
Address Line 2:	7 Times Square		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	18223.00419		
DOMESTIC REPRESENTATIVE			
Name:	Dyan Finguerra-DuCharme		
Address Line 1:	7 Times Square		
Address Line 4:	New York, NEW YORK 10036		
NAME OF SUBMITTER:	Dyan Finguerra-DuCharme		
SIGNATURE:	/dyan finguerra-ducharme/		

CH \$65.00 1528737

DATE SIGNED:	01/15/2019
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Total Attachments: 1 source=AHM and HMC Trademark Assignment Agreement MAINTENANCE MINDER FINAL#page1.tif

ASSIGNMENT OF TRADEMARKS

WHEREAS, American Honda Motor Co., Inc., a corporation organized and existing under the laws of the State of California, having its business address at 1919 Torrance Boulevard, Torrance, CA 90501 ("AHM") has acquired and owns the word service mark MAINTENANCE-MINDER for "creating and maintaining customer files for automobile maintenance, scanning the files periodically, corresponding with customers concerning service needed on their automobiles and providing reports concerning automobile maintenance" which is registered on the principal register in the United States Patent and Trademark Office in International class 37, Registration No. 1,528,737, and also has acquired and owns the design service mark MAINTENANCE-MINDER for "creating and maintaining customer files for automobile maintenance, scanning the files periodically, corresponding with customers concerning services needed on their automobiles and providing reports concerning automobile maintenance" which is registered on the principal register in the United States Patent and Trademark Office in International class 37, Registration No. 1,530,099;

WHEREAS, Honda Motor Co., Ltd., a corporation organized and existing under the laws of the Nation of Japan, having its business address at No. 1-1 Minami-Aoyama 2-Chome Minato-Ku, Tokyo 107-8556 ("HMC") is desirous of acquiring all right, title and interest in and to the aforesaid trademarks and the registrations thereof;

NOW, THEREFORE, as of this 20th day of October 2015, for good and sufficient consideration, receipt of which is hereby acknowledged, Assignor AHM hereby assigns, grants, transfers and otherwise conveys to Assignee HMC, its successors and assigns, its entire right, title and interest in and to the above-identified trademarks, the registration thereof, the good will of the business symbolized by said trademarks, and the right to sue for past infringement thereof.

AMERICAN HONDA MOTOR CO., INC.

HONDA MOTOR CO., LTD.

By: 

Name:

Title:

Carrie Smith
Assistant Manager
Corporate Procurement
American Honda Motor Co., Inc.

By: 

Name: Hirokazu Bessho

Title: General Manager

Intellectual Property Division