

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM496815

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BLUE JAY CONSULTING, LLC		10/23/2015	Limited Liability Company: ILLINOIS
RECEIVING PARTY DATA			
Name:	PHILIPS ELECTRONICS NORTH AMERICA CORPORATION		
Street Address:	3000 Minuteman Road		
City:	Andover		
State/Country:	MASSACHUSETTS		
Postal Code:	01810		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3534959	BLUE JAY	
Registration Number:	3606773	BLUE JAY CONSULTING	
CORRESPONDENCE DATA			
Fax Number:	9144959540		
<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:	9144959514		
Email:	Lillian.Drumheller@philips.com		
Correspondent Name:	KEVIN C. ECKER, ESQ.		
Address Line 1:	465 COLUMBUS AVANUE, SUITE 340		
Address Line 2:	PHILIPS IP&S		
Address Line 4:	VALHALLA, NEW YORK 10595		
ATTORNEY DOCKET NUMBER:	2007T50140US		
NAME OF SUBMITTER:	Kevin C. Ecker		
SIGNATURE:	/kevin c. ecker/		
DATE SIGNED:	11/05/2018		
Total Attachments: 4			
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INTELLECTUAL PROPERTY ASSIGNMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT (this “**Assignment**”) is made as of October 23, 2015, by and between Blue Jay Consulting, LLC, an Illinois limited liability company (“**Assignor**”), and **Philips Electronics North America Corporation**, a Delaware corporation (“**Assignee**”). Capitalized terms used but not defined herein shall have the meanings for such terms that are set forth in the Purchase Agreement (as such term is defined below).

WHEREAS, Assignor, the members of Assignor listed therein, and Assignee are parties to that certain Asset Purchase Agreement, dated as of October 2, 2015 (the “**Purchase Agreement**”); and

WHEREAS, Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, Assignor’s right, title and interest in, to and under the Business Intellectual Property listed on Schedule A hereto.

NOW, THEREFORE, Assignor, for good and valuable consideration, the receipt of which is hereby acknowledged:

Assignor does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, Assignor’s right, title and interest in and to the Business Intellectual Property set forth on Schedule A hereto, together with the goodwill of the business associated therewith and which is symbolized thereby, and all rights to sue for past, present and future infringement of any of such Business Intellectual Property.


This Assignment shall be governed by and construed in accordance with the laws of the State of Delaware without giving effect to the principles of conflicts of laws thereof.

This Assignment may be executed in counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one and the same instrument.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor has caused its duly authorized officer to execute this Assignment as of the date first above written.

BLUE JAY CONSULTING, LLC

By: 
Name: Mark Feinberg
Title: Managing Partner

PHILIPS ELECTRONICS NORTH AMERICA CORPORATION

By: _____
Name: Joseph E. Innamorati
Title: Vice President

IN WITNESS WHEREOF, Assignor has caused its duly authorized officer to execute this Assignment as of the date first above written.

BLUE JAY CONSULTING, LLC

By: _____
Name:
Title:

PHILIPS ELECTRONICS NORTH AMERICA CORPORATION

By: 
Name: Joseph E. Innamorati
Title: Senior Vice President

[Intellectual Property Assignment]

TRADEMARK
REEL: 006534 FRAME: 0521

SCHEDULE A

Business Intellectual Property

<u>Mark/Name</u>	<u>Registration No.</u>	<u>Date Issued</u>	<u>Jurisdiction</u>	<u>Status</u>
BLUE JAY	3534959	11/18/2008		Registered
BLUE JAY CONSULTING	3606773	4/14/2009		Registered
IMPROVE				Unregistered



Domain Names

- bluejayconsulting.com