

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM775513

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CNH Industrial America LLC		08/31/2022	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	CNH Industrial N.V.		
Street Address:	25 St. James's Street		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	SW1A 1HA		
Entity Type:	Limited Liability Company: NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4451740	GENESIS	
CORRESPONDENCE DATA			
Fax Number:	3125548015		
<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:	312-554-8000		
Email:	sxs@pattishall.com		
Correspondent Name:	Ashly Boesche		
Address Line 1:	200 S. Wacker Drive, Suite 2900		
Address Line 2:	c/o Pattishall, McAuliffe, Newbury, Hill		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	14600-167		
NAME OF SUBMITTER:	Ashly Boesche		
SIGNATURE:	/Ashly Boesche/		
DATE SIGNED:	12/20/2022		
Total Attachments: 2			
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ASSIGNMENT

This Assignment is dated this 31st day of August 2022.

BETWEEN

CNH Industrial America LLC, a company incorporated under the laws of Delaware, USA of 700 State Street, Racine, 53404, United States of America (hereinafter "the Assignor")

AND

CNH Industrial N.V., a company incorporated under the laws of The Netherlands of 25 St. James's Street, London SW1A 1HA, United Kingdom (hereinafter "the Assignee")

WHEREAS

- A. The Assignor is the Proprietor of the Trade Mark Registrations set out in the Schedule hereto ("the Trade Marks")
- B. The Assignor wishes to assign the Trade Marks to the Assignee

It is hereby agreed as follows:

1. Assignment

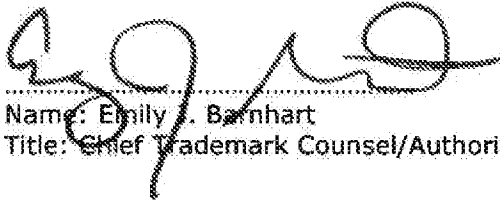
- 1.1 In consideration of payment of £1 (one pound sterling) by the Assignee to the Assignor, receipt of which the Assignor hereby acknowledges, the Assignor hereby assigns to the Assignee:
- 1.2 All right, title and interest in and to the Trade Marks including the goodwill symbolised by the Trade Marks; and
- 1.3 All the Assignor's rights of action arising or accrued relating to the Trade Marks including, without limitation, the right to take proceedings for infringement of the Trade Marks together with the right to seek and recover damages and all other remedies for all past infringements.

2. Further Assurance

2.1 Any time after the date of this Agreement, at the request of the Assignee, the Assignor shall execute such documents and do such acts and things as the Assignee may reasonably require for the purpose of giving to the Assignee the full benefit of all the provisions of this Assignment.

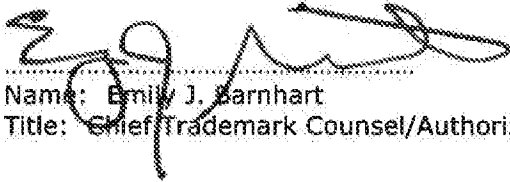
In witness whereof the Assignor has executed this Assignment the day and year first above written.

Signed and delivered by the Assignor
CNH Industrial America LLC
by its duly authorised officer:



Name: Emily J. Barnhart
Title: Chief Trademark Counsel/Authorized signatory

Signed and delivered by the Assignee
CNH Industrial N.V.
by its duly authorised officer:



Name: Emily J. Barnhart
Title: Chief Trademark Counsel/Authorized signatory

SCHEDULE

Country	Trade Mark	Class	Number
UK	GENESIS	12	UK00909011941
European Union	GENESIS	12	009011941
Canada	GENESIS	12	TMA880213
USA	GENESIS	12	4451740