

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
UCSD Alumni Association		02/17/2010	Non-Profit Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Regents of the University of California		
Street Address:	1111 Franklin Street, 8th Floor		
City:	Oakland		
State/Country:	CALIFORNIA		
Postal Code:	94607		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2408754	UCSD ALUMNI	
Registration Number:	2415789	UCSD ALUMNI	
CORRESPONDENCE DATA			
Fax Number:	(858)456-4802		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	858-456-4801		
Email:	usdocketing@trademarkgroup.com		
Correspondent Name:	The Trademark Group, APLC		
Address Line 1:	1200 Prospect Street, Suite G-100		
Address Line 4:	La Jolla, CALIFORNIA 92037		
ATTORNEY DOCKET NUMBER:	339		
NAME OF SUBMITTER:	Marnie Wright Barnhorst, Esq.		
Signature:	/MWB/		

OP \$65.00 2408754

Date:

02/23/2010

Total Attachments: 1

source=ASSIGNMENT SIGNED#page1.tif

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, UCSD Alumni Association ("Assignor"), a California non-profit corporation having an address at 9500 Gilman Drive, MC 0083, La Jolla, CA, 92093, is the owner of the trademarks **UCSD ALUMNI ASSOCIATION and Design** registered in the United States Trademark Office on November 28, 2000 and assigned Registration No. 2,408,754 and **UCSD ALUMNI ASSOCIATION and Design** registered in the United States Trademark Office on December 26, 2000 and assigned Registration No. 2,415,789.

WHEREAS, The Regents of the University of California ("Assignee"), a California corporation having an address at 1111 Franklin St., 8th Floor, Oakland, CA 94607, is desirous of acquiring said trademarks and the registrations therefore.

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademarks and said registrations therefor, together with all common law rights and the goodwill of the business symbolized by said trademarks.

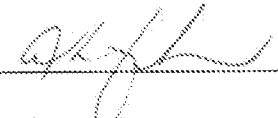
Signed at La Jolla, California, this 17th day of February, 2010.

Assignor:

Assignee:

UCSD Alumni Association

The Regents of the University of California

By:  _____

By:  _____

Print Name: Armin Afsahi

Print Name: Steven Relyea

Its: Executive Director

Its: Vice Chancellor – External and Business Affairs