

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
TELE ATLAS NORTH AMERICA, INC.		01/20/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	TELE ATLAS B.V.		
Street Address:	Luchthavenweg 48		
City:	Eindhoven		
State/Country:	NETHERLANDS		
Postal Code:	5657EB		
Entity Type:	Besloten Vennootschap: NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78884356	NAVSHOP	
CORRESPONDENCE DATA			
Fax Number:	(703)668-8200		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	7036688042		
Email:	dcdocketing@hdp.com		
Correspondent Name:	David R Haarz		
Address Line 1:	11730 Plaza America Dr- Suite 600		
Address Line 2:	Harness, Dickey & Pierce, PLC		
Address Line 4:	Reston, VIRGINIA 20190		
ATTORNEY DOCKET NUMBER:	15523N-200013/US		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

CH \$40.00 78884356

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**TRADEMARK
 REEL: 004458 FRAME: 0939**

Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

David R Haarz

Signature:

/david r haarz/

Date:

01/23/2011

Total Attachments: 1

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Trademark Assignment") is entered into as of January 18, 2011 by and between Tele Atlas B.V., a Netherlands company, Luchthavenweg 48, Eindhoven NETHERLANDS 5657EB ("Assignee") and Tele Atlas North America, Inc., a California corporation, 11 Lafayette Street, Lebanon, New Hampshire, 03766 USA ("Assignor").

RECITALS

WHEREAS, Assignor is the record owner of US Trademark Application No. 78884356 for the mark NAVSHOP (the "Trademark"); and

WHEREAS, Assignee is desirous of acquiring all of Assignor's right, title and interest in and to the Trademark, along with the goodwill associated therewith, as the successor in interest to that portion of Assignor's business associated with the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, and Assignee hereby accepts, all of Assignor's right, title and interest in and to the Trademark, as the successor to that portion of Assignor's business to which the mark pertains and the goodwill associated therewith.

ASSIGNEE:

TELE ATLAS NORTH AMERICA, INC.


By: 

Jacob Eisenberg
Director of IP Creation

Date: January 20, 2011

ASSIGNOR:

TELE ATLAS B.V.

By: 

Jacob Eisenberg
Director of IP Creation

Date: January 20, 2011