

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Epson America, Inc.		06/30/2011	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Seiko Epson Kabushiki Kaisha		
<b>Doing Business As:</b>	DBA Seiko Epson Corporation		
<b>Street Address:</b>	4-1 Nishishinjuku 2-chome Shinjuku-ku		
<b>City:</b>	Tokyo		
<b>State/Country:</b>	JAPAN		
<b>Entity Type:</b>	JOINT STOCK COMPANY: JAPAN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3577605	ARTISAN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(248)641-0270		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	248 641 1600		
<b>Email:</b>	docketingtm@hdp.com		
<b>Correspondent Name:</b>	G. Gregory Schivley		
<b>Address Line 1:</b>	Harness, Dickey & Pierce, P.L.C.		
<b>Address Line 2:</b>	5445 Corporate Drive, Suite 200		
<b>Address Line 4:</b>	Troy, MICHIGAN 48098		
<b>ATTORNEY DOCKET NUMBER:</b>	9319S-500039		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	G. Gregory Schivley		
<b>Address Line 1:</b>	Harness, Dickey & Pierce, Pierce		
<b>Address Line 2:</b>	5445 Corporate Drive, Suite 200		

CH \$40.00 3577605

**900197424**

**TRADEMARK  
 REEL: 004586 FRAME: 0361**

Address Line 4: Troy, MICHIGAN 48098

NAME OF SUBMITTER:

G. Gregory Schivley

Signature:

/ggs/

Date:

07/19/2011

Total Attachments: 2

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# TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, EPSON AMERICA, INC. ("Assignor"), a California corporation, having a place of business at 3840 Kilroy Airport Way, Long Beach, California 90806, USA, and is the owner of record of the following Trademark:

MARK	REGISTRATION NO.	REGISTRATION DATE
ARTISAN	3,577,605	February 17, 2009

AND, WHEREAS, SEIKO EPSON KABUSHIKI KAISHA DBA SEIKO EPSON CORPORATION ("Assignee"), a joint stock company of Japan, having a place of business at 4-1 Nishishinjuku 2-chome Shinjuku-ku, Tokyo, Japan, is the successor to that portion of Assignor's business to which the Trademark pertains, which business is ongoing and existing, and as such, is desirous of acquiring from said Assignor the entire right, title and interest in and to the Trademark referenced above, together with the goodwill of the business pertaining thereto, and the Assignor is willing to assign the Trademark and associated goodwill to Assignee.

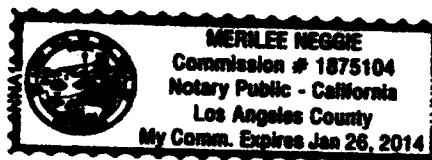
NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which Assignor hereby acknowledges, Assignor does hereby sell, assign and transfer unto the Assignee, its entire right, title, and interest in and to the aforesaid Trademark, together with the goodwill of the business pertaining thereto.

IN WITNESS WHEREOF, Assignor has executed this Assignment on this 30<sup>th</sup> day of June, 2011.

EPSON AMERICA, INC.

By: Judith S. Bain  
 Judith S. Bain  
 Vice President, Legal Affairs and General Counsel

STATE OF CALIFORNIA     )  
   )  
 COUNTY OF LOS ANGELES    )



On this 30<sup>th</sup> day of June, 2011, before me, Merilee Neggie, Notary Public, personally appeared Judith S. Bain, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.  
 WITNESS my hand and official seal.

Signature: Merilee Neggie



(Seal)



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# ARTISAN

<b>Word Mark</b>	ARTISAN
<b>Goods and Services</b>	IC 009. US 021 023 026 038 038. G & S: printers. FIRST USE: 20080831. FIRST USE IN COMMERCE: 20080831
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	77354866
<b>Filing Date</b>	December 18, 2007
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	April 1, 2008
<b>Registration Number</b>	3577805
<b>Registration Date</b>	February 17, 2009
<b>Owner</b>	(REGISTRANT) Epson America, Inc. CORPORATION CALIFORNIA 3840 Kilroy Airport Way Long Beach CALIFORNIA 90806
<b>Attorney of Record</b>	Susan J. Barricella
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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