

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Epson America, Inc.		06/30/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Seiko Epson Kabushiki Kaisha		
Doing Business As:	DBA Seiko Epson Corporation		
Street Address:	4-1 Nishishinjuku 2-chome Shinjuku-ku		
City:	Tokyo		
State/Country:	JAPAN		
Entity Type:	JOINT STOCK COMPANY: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2644235	DURABRITE	
CORRESPONDENCE DATA			
Fax Number:	(248)641-0270		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	248 641 1600		
Email:	docketingtm@hdp.com		
Correspondent Name:	G. Gregory Schivley		
Address Line 1:	Harness, Dickey & Pierce, P.L.C.		
Address Line 2:	5445 Corporate Drive, Suite 200		
Address Line 4:	Troy, MICHIGAN 48098		
ATTORNEY DOCKET NUMBER:		9319S-500039	
DOMESTIC REPRESENTATIVE			
Name:	G. Gregory Schivley		
Address Line 1:	Harness, Dickey & Pierce, Pierce		
Address Line 2:	5445 Corporate Drive, Suite 200		

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**TRADEMARK
 REEL: 004586 FRAME: 0371**

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
DURABRITE	2,644,235	10/29/2002

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 30th 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 30th 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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Typed Drawing

Word Mark DURABRITE
Goods and Services IC 002. US 006 011 016. G & S: INK FOR ELECTRONIC PRINTERS. FIRST USE: 20010800. FIRST USE IN COMMERCE: 20010800
Mark Drawing Code (1) TYPED DRAWING
Serial Number 76249191
Filing Date May 1, 2001
Current Filing Basis 1A
Original Filing Basis 1B
Published for Opposition September 18, 2001
Registration Number 2644235
Registration Date October 29, 2002
Owner (REGISTRANT) Epson America, Inc. CORPORATION CALIFORNIA 3840 Kilroy Airport Way Long Beach CALIFORNIA 908062469
Attorney of Record Michael M. Ballard
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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