

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
Hitachi Consumer Electronics Kabushiki Kaisha		08/26/2013	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	Hitachi Maxell, Ltd.		
Street Address:	1-88 Ushitora 1-chome, Ibaraki-shi		
City:	Osaka		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85786761	ACCENTUALIZER	
CORRESPONDENCE DATA			
Fax Number:	3124740448		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3124746300		
Email:	janderfuren@marshallip.com		
Correspondent Name:	Marshall, Gerstein & Borun LLP		
Address Line 1:	233 S. Wacker Drive		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	32091/60001		
DOMESTIC REPRESENTATIVE			
Name:	Marshall, Gerstein & Borun LLP		
Address Line 1:	233 S. Wacker Drive		
Address Line 4:	Chicago, ILLINOIS 60606		

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NAME OF SUBMITTER:	Jill Anderfuren
Signature:	<i>/ja/</i>
Date:	09/12/2013
Total Attachments: 1 source=US825617-20130911#page1.tif	

CONFIRMATORY TRADEMARK ASSIGNMENT

THIS AGREEMENT is effective as of the date below between Hitachi Consumer Electronics Co., Ltd. ("Assignor") and Hitachi Maxell, Ltd., a Japanese corporation, 1-88, Ushitora 1-chome, Ibaraki-shi, Osaka, Japan ("Assignee").

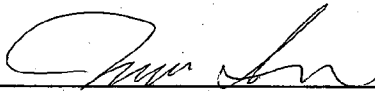
WHEREAS, Applicant owns all rights, interest and goodwill in and to the trademark ACCENTUALIZER ("the Trademark") in International Class 9, and any and all goodwill of the business symbolized thereby, and in the U.S. Trademark Patent and Trademark Office, Application Serial No. 85/786761; and

NOW, THEREFORE, in consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto hereby agree as follows:

The Applicant does hereby confirm that it has assigned unto the Assignee all of its right, title and interest in and to the Trademark, together with any and all goodwill of the business symbolized thereby, the right to sue for past infringement, and the right to prosecute applications and maintain registrations, and U.S. Trademark Application Serial No. 85/786761.

HITACHI CONSUMER ELECTRONICS CO., LTD.

Date: 26 August, 2013

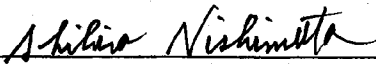
By: 

Name: Morio Inoue

Title: General Manager, Intellectual Property Management Dept.

Accepted by:

HITACHI MAXELL, LTD.

By: 

Name: Akihiro Nishimuta

Title: General Manager, Intellectual Property Department