

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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
Hancock University		08/08/2013	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	University of Southern California		
Street Address:	University Park, ADM 352		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90089-5013		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3815065	HANCOCK UNIVERSITY VERITAS HUMANITAS 200	
CORRESPONDENCE DATA			
Fax Number:	3105527031		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
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ATTORNEY DOCKET NUMBER:	93107-00119		
NAME OF SUBMITTER:	Mandy Robertson-Bora		
Signature:	/mandy robertson-bora/		

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Date:

12/05/2013

Total Attachments: 2

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ASSIGNMENT

This Assignment ("Assignment") is entered into and effective as of August 8, 2013 by Hancock University ("Assignor"), a private university based in Los Angeles, CA.

Recitals

- A. Founded in 1880, the University of Southern California ("USC") is the oldest private research university in the Western United States, with a national and international reputation. USC owns numerous federally registered trademarks, internationally registered trademarks, and common-law trademarks including the University of Southern California seal, for which USC has been awarded an *incontestable* trademark registration, U.S. Trademark Registration No. 1,789,823 (the "USC Seal"). The aforementioned trademark registration is valid and existing, unrevoked, incontestable, and uncanceled. USC has continuously used the USC Seal in connection with USC's educational services, athletic events, and related services and merchandise since at least 1976.
- B. Founded in 2008, Hancock University ("Hancock") is a private university based in Los Angeles, California. Hancock is wholly owned by Hanseo University of Korea ("Hanseo"). Hancock University had previously used a school seal for which it received a federal trademark registration, U.S. Trademark Registration No. 3,736,081. That prior seal (the "Hancock Seal") has been assigned to USC. Said assignment was recorded with the U.S. Patent and Trademark Office on April 18, 2013 at Reel/Frame 5010/0051.
- C. In connection with Hanseo's founding of Hancock University, Hanseo on or about May 30, 2008 applied for a U.S. trademark registration for a school seal to be used by and in connection with Hancock University. The application was assigned U.S. Trademark Application No. 77/487,446. That application for a school seal subsequently issued as U.S. Trademark Registration No. 3,815,065.
- D. All good will and other rights in the United States in connection with the name "HANCOCK UNIVERSITY" and the school seal are owned by Hancock University and were equitably transferred to Hancock University upon its incorporation.
- E. After USC learned of Hancock's use of the Hancock Seal, it appeared to USC that the design elements of the Hancock Seal had been copied directly from the USC Seal. USC asserted that Hancock's use of the Hancock Seal constituted both trademark and copyright infringement. USC asserted that it would be entitled to cancellation of the federal registration for the Hancock Seal as well as immediate injunctive relief against use of the Hancock Seal and damages and attorney's fees in any litigation.
- F. Hancock denied that it intentionally copied the Hancock Seal, and further denied that its use of the Hancock Seal constitutes trademark or copyright infringement.

- G. USC and Hancock entered into a settlement agreement dated as of February 25, 2013 ("Settlement Agreement") to resolve their differences with respect to the Hancock Seal without the need for litigation before the Patent and Trademark Office or any federal court. As part of that Settlement Agreement, Hancock assigned the Hancock Seal to USC and agreed a "further assurances" clause whereby Hancock and its affiliates would take any further actions that were reasonably requested to fulfill the purposes of the settlement agreement.
- H. Effective as of August 7, 2013, Hanseo assigned Registration No. 3,815,065 to Hancock. USC has asked that Assignor assign any interest it may have in Registration No. 3,815,065. Pursuant to the further assurances clause in the Settlement Agreement, Hancock executes this assignment.

Assignment

Assignment of Hancock Seal. Pursuant to the terms of the Settlement Agreement (including Paragraph 15 thereof) and at the request of the University of Southern California, Assignor hereby irrevocably assigns and transfers any right, title, and interest it possess in any form of the Hancock Seal and U.S. Registration No. 3,815,056 to USC. Assignor Hancock further acknowledges the validity of the USC Seal and affirmatively consents to USC's registration of the USC Seal and any related mark containing any of the design elements in the USC Seal.

HANCOCK UNIVERSITY

By: 
[typed name/title]

CEO, SEBASTIAN HAW