

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM349916

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sony Mobile Communications AB		07/29/2015	CORPORATION: SWEDEN
RECEIVING PARTY DATA			
Name:	Sony Mobile Communications Inc.		
Street Address:	1-8-15 Konan, Minato-ku		
City:	Tokyo		
State/Country:	JAPAN		
Postal Code:	108-0075		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3920830	SENSME	
Registration Number:	3632194	SENSME	
CORRESPONDENCE DATA			
Fax Number:	2023448300		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	egalloway@venable.com		
Correspondent Name:	ANDREW D. PRICE		
Address Line 1:	P.O. BOX 34385		
Address Line 4:	Washington, D.C. 20043-4385		
ATTORNEY DOCKET NUMBER:	74725-250219; -282346		
DOMESTIC REPRESENTATIVE			
Name:	ANDREW D. PRICE		
Address Line 1:	P.O. BOX 34385		
Address Line 4:	Washington, D.C. 20043-4385		
NAME OF SUBMITTER:	Andrew D. Price		
SIGNATURE:	/Andrew D. Price/		
DATE SIGNED:	07/31/2015		

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Total Attachments: 2

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UNITED STATES TRADEMARK ASSIGNMENT

WHEREAS, Sony Mobile Communications AB ("Assignor"), a corporation organized under the laws of Sweden and having an address at Nya Vattentorget, SE-221 88, Lund, Sweden, owns trademark rights in the marks that correspond with the trademark applications/registrations shown in Exhibit A (collectively "Marks").


WHEREAS, Assignor owns the trademark applications/registrations shown in Exhibit A (collectively "Applications/Registrations"), and Assignor owns common-law rights and goodwill in the Marks resulting from use of the Marks by Assignor and/or Assignor's predecessors in interest, related companies, and/or licensees (collectively, with the Marks and the Applications/Registrations, referred to as "Trademark Property").

WHEREAS, Sony Mobile Communications Inc. ("Assignee," collectively with Assignor referred to as "Parties"), a corporation organized under the laws of Japan and having an address at 1-8-15 Konan, Minato-ku, Tokyo 108-0075, Japan, desires to acquire all of Assignor's right, title, and interest in the Trademark Property.

NOW THEREFORE, for the compensation in the amount of (USD) \$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Trademark Property, including but not limited to the goodwill therein, and the right to sue and collect damages against third parties for all instances of past and future trademark infringement, unfair competition, trademark dilution, and other violations of the laws of any country, with respect to the Trademark Property. Assignor shall have no remaining rights whatsoever in the Trademark Property. Assignor agrees to take any further actions requested by Assignee, including but not limited to signing country-specific trademark assignments, to further document this assignment.

IN WITNESS WHEREOF, the parties have caused this United States Trademark Assignment to be duly executed by their respective representatives.

ASSIGNOR:
SONY MOBILE COMMUNICATIONS AB

By: 
Thomas Hedberg, Vice President IPR

Date: July 29, 2015

ASSIGNEE:
SONY MOBILE COMMUNICATIONS INC.

By: 
Thomas Hedberg, Vice President IPR

Date: July 29, 2015

EXHIBIT A

Mark Name	Current Appl. No	Current Appl. Date	Current Reg No	Current Reg Date	Status	Renewal Date	International Class(es)
SENSME	77/861,587	10/30/2009	3,920,830	2/5/2011	Registered	2/15/2021	9
SENSME	77/265,159	8/27/2007	3,632,194	6/2/2009	Registered	6/2/2019	9

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