

10-28-1998



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MRD 10-13-89

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # 0676 Frame # 260-261
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
 - Merger Change of Name
 - Other _____
- Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name Welch, Joseph N.

Execution Date
Month Day Year
10111989

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization United States

Receiving Party

Mark if additional names of receiving parties attached

Name Ford Motor Company

DBA/AKA/TA _____

Composed of _____

Address (line 1) The American Road

Address (line 2) _____

Address (line 3) Dearborn

MI

48121

City

State/Country

Zip Code

- Individual General Partnership Limited Partnership

- Corporation Association

Other _____

- Citizenship/State of Incorporation/Organization Delaware

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

FOR OFFICE USE ONLY

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NO SPEC
Fee

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

REEL: 1766 FRAME: 0426

Domestic Representative Name and Address Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s) Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1085976"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties Enter the total number of properties involved. #

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)

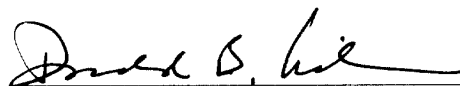
Deposit Account Number: #

Authorization to charge additional fees: Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Donald B. Aiken



9-9-98

Name of Person Signing

Signature

Date Signed

ASSIGNMENT

WHEREAS, Southeast Toyota Distributors, Inc. ("Southeast Toyota"), a Delaware corporation located and doing business at 100 Northwest 12th Avenue, Deerfield Beach, Florida 33442, adopted and used the trademark TIARA in connection with automobiles;

WHEREAS, Southeast Toyota registered the trademark TIARA for "automobiles" in the United States Patent and Trademark Office as Registration No. 1,085,976;

WHEREAS, Ford Motor Company ("Ford"), a Delaware corporation located and doing business at The American Road, Dearborn, Michigan, employed Joseph N. Welch II of Pattishall, McAuliffe, Newbury, Hilliard & Geraldson, 33 West Monroe, Suite 2800, Chicago, Illinois, ("Joseph N. Welch") as its agent to acquire on its behalf as undisclosed principal all right, title and interest in the trademark TIARA and Registration No. 1,085,976 for that trademark, and the goodwill of the business in connection with which the TIARA trademark is used;

WHEREAS, Southeast Toyota warranted to Joseph N. Welch, as agent for Ford as an undisclosed principal, that Southeast Toyota was the sole owner of all right, title and interest in United States Registration No. 1,085,976 for the trademark TIARA and that to the best of its knowledge no other person or entity had any interest of any kind in said trademark or registration or had made any claim of interest thereto;

WHEREAS, Joseph N. Welch as an agent for Ford as an undisclosed principal on September 18, 1989 acquired from South-

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east Toyota all right, title and interest in and to the trademark TIARA and U.S. Registration No. 1,085,976, including the goodwill of the business of Southeast Toyota as symbolized by said TIARA trademark;

WHEREAS, Ford is now desirous of acquiring from Joseph N. Welch as its authorized agent all right, title and interest in and to said TIARA trademark and U.S. Registration No. 1,085,976 and the goodwill of the business of Southeast Toyota as symbolized by said trademark;

NOW THEREFORE, pursuant to his authority of agency, Joseph N. Welch hereby assigns to Ford all right, title and interest in and to said TIARA trademark and United States Registration No. 1,085,976, including the goodwill of the business of Southeast Toyota as symbolized by said TIARA trademark, all of which was acquired by Joseph N. Welch from Southeast Toyota as shown in Exhibit A.

TRADE-MARK

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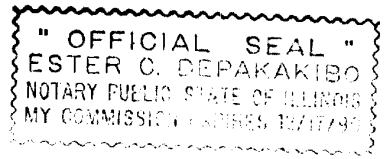
JOSEPH N. WELCH II

Joseph N. Welch II

SUBSCRIBED AND SWORN to before me this 11th day of October, 1989.

Esther C. Depakakibo
Notary Public

December 17, 1990
My Commission Expires



RECORDED
PATENT & TRADEMARK OFFICE

OCT 13 89

Michael J. Zigg
COMMISSIONER OF PATENTS
& TRADEMARKS OFFICE

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