

Form PTO-1594
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7-11-03 RECD

07-15-2003



EET U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Director of the United States Patent

102495736

to record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Jack Demmer Ford, Inc.
37300 Michigan Avenue
Wayne, MI 48184

- Individual(s)
- General Partnership
- Corporation-State Michigan
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: Ford Motor Company

Internal Address: _____

Street Address: The American Road

City: Dearborn State: MI ZIP: 48121

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Delaware
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: June 10, 2003

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,384,388

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Elizabeth F. Janda

Internal Address: _____

07/15/2003 ECOOPER 00000029 061505 2384388

01 FC:8521 40.00 DA

Street Address: 1000 Town Center, 22nd Floor

City: Southfield State: MI Zip: 48075

6. Total number of applications and registrations involved: One

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed
- Authorized to be charged to Deposit Account

8. Deposit Account number:

061505

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

Elizabeth F. Janda

Name of Person Signing

Elizabeth F. Janda
Signature

July 9, 2003
Date

Total number of pages including cover sheet, attachments, and document: 2

TRADEMARK ASSIGNMENT

JACK DEMMER FORD, INC, a Michigan corporation, located and doing business at 37300 Michigan Avenue, Wayne, Michigan 48184 ("Assignor") owns U.S. Trademark Registration No. 2,384,388 for A-PLAN HEADQUARTERS ("Mark"), together with the goodwill symbolized and associated with the Mark.

FORD MOTOR COMPANY, a Delaware corporation, located and doing business at The American Road, Dearborn, Michigan 48121 ("Assignee"), desires to acquire Assignor's rights in and to the Mark throughout the world, including U.S. Trademark Registration No. 2,384,388, together with the goodwill symbolized by and associated with the Mark.

W.D. Demmer ~~ten~~ ^{SIX} NOW ⁶ THEREFORE, in consideration of Assignor retaining a non-exclusive, royalty-free ~~(10)~~ year license to use the Mark in connection with Assignor's sales of Ford, Lincoln and Mercury vehicles, and for other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor assigns and quitclaims to Assignee any and all rights in and to the Mark throughout the world, including U.S. Trademark Registration No. 2,384,388, together with the goodwill symbolized by and associated with the mark and the right to sue third parties for past infringement of the Mark.

The undersigned warrants that he or she has the full authority to execute this Assignment on behalf of Assignor.

Jack Demmer Ford, Inc.

Date: *June 10, 2003*

By: *W.D. Demmer*
Title: *President*

The "Received" Stamp of the Patent
& Trademark Office imprinted hereon
acknowledges the filing of:

Recordation of Assignment
DESCRIPTION of Reg. No. 2,384,388
OF PAPER: _____

NAME OF
APPLICANT: Jack Demmer Ford/Ford Motor Company

INTF. OR
SERIAL NO: 2,384,388 A-PLAN HEADQUARTERS

DATE: 07/09/2003 ATTY: EEJ/tk