

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SERVPRO INDUSTRIES, INC.		07/12/2004	CORPORATION: NEVADA

RECEIVING PARTY DATA	
Name:	SERVPRO INTELLECTUAL PROPERTY, INC.
Street Address:	575 Airport Boulevard
City:	Gallatin
State/Country:	TENNESSEE
Postal Code:	37066
Entity Type:	CORPORATION: TENNESSEE

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Serial Number:	76492691	E-VIEWER
Serial Number:	76492692	REPORTER

CORRESPONDENCE DATA	
Fax Number:	(615)244-6804
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(615) 850-8741
Email:	rfelber@wallerlaw.com
Correspondent Name:	Robert P. Felber, Jr.
Address Line 1:	511 Union Street, Suite 2700
Address Line 2:	Waller Lansden Dortch & Davis PLLC
Address Line 4:	Nashville, TENNESSEE 37219

ATTORNEY DOCKET NUMBER:	011873.10063
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NAME OF SUBMITTER:	Robert P. Felber, Jr.
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Total Attachments: 3
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OP \$65.00 76492691

**ASSIGNMENT OF SERVICE MARKS, ACCOMPANYING APPLICATIONS
AND GOODWILL**

Effective as of 12:01 a.m., Central Time, June 1, 2004, (the "Effective Date") for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, SERVPRO INDUSTRIES, INC., a Nevada Corporation with offices at 575 Airport Boulevard, Gallatin, Tennessee 37066 (the "Assignor"), does hereby sell, assign, transfer and set over to SERVPRO INTELLECTUAL PROPERTY, INC., a Tennessee corporation with offices at 575 Airport Boulevard, Gallatin, Tennessee 37066 (the "Assignee"), all of Assignor's worldwide rights, title and interest in and to the service marks listed on Exhibit A attached hereto (collectively, the "Marks"), any renewals or extensions of such applications and registrations, and all rights therein and theretor in any country or locality worldwide, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks and the resulting right to recover damages and profits for past, present, or future infringements or unauthorized uses thereof, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made.

The Assignee acknowledges and agrees that the Marks, and any applications and registrations for the Marks, are being assigned to Assignee subject to the security interest granted by Assignor to Theodore A. Isaacson and Doris A. Isaacson pursuant to that certain Trademark Security Agreement, dated January 3, 1997.

Assignor agrees to execute and deliver at the request of Assignee, any papers, instruments and assignments reasonably necessary to vest in Assignee all of Assignor's right, title and interest in and to the Marks and the applications and registrations therefor and/or to provide evidence to support such assignment in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF, the parties hereto have caused this assignment to be signed by an individual thereto duly authorized, all as of the Effective Date.

ASSIGNOR:

SERVPRO INDUSTRIES, INC.

By: _____

Randall A. Isaacson, President

ASSIGNEE:

SERVPRO INTELLECTUAL
PROPERTY INC.

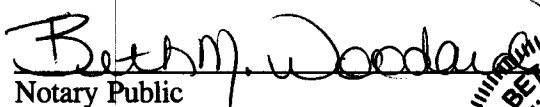
By: _____

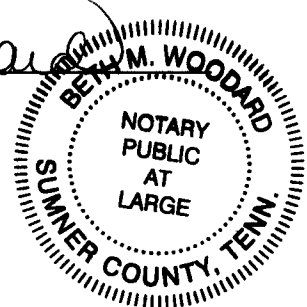
Richard A. Isaacson, President

STATE OF TENNESSEE)
)
COUNTY OF SUMNER)

Before me, BETH M. WOODARD, a Notary Public of said County and State, personally appeared Randall A. Isaacson, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged himself to be the President of SERVPRO INDUSTRIES, INC., the within named Assignor, and that he, as such officer, executed the foregoing instrument for the purposes therein contained, by signing on behalf of the corporation in his capacity as such officer.

Witness my hand and seal, at office in Gallatin, Tennessee, this 12th day of July, 2004.


Notary Public

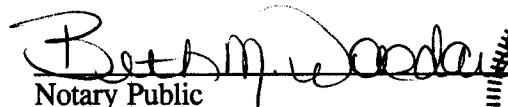


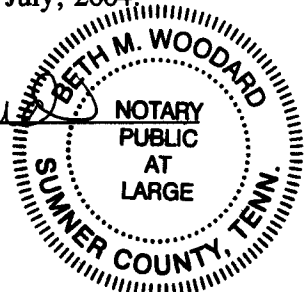
My Commission Expires: September 8, 2007

STATE OF TENNESSEE)
)
COUNTY OF SUMNER)

Before me, BETH M. WOODARD, a Notary Public of said County and State, personally appeared Richard A. Isaacson, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged himself to be the President of SERVPRO INTELLECTUAL PROPERTY, INC., the within named Assignee, and that he, as such officer, executed the foregoing instrument for the purposes therein contained, by signing on behalf of the corporation in his/her capacity as such officer.

Witness my hand and seal, at office in Gallatin, Tennessee, this 12th day of July, 2004.


Notary Public



My Commission Expires: September 8, 2007

EXHIBIT A

**ASSIGNMENT OF TRADEMARKS, SERVICE MARKS AND ACCOMPANYING
APPLICATIONS, REGISTRATIONS AND GOODWILL**

Pending Applications

1. Application No. 76/492,692 – ReportER (stylized) (Class 37)
2. Application No. 76/492,691 – e-ViewER (stylized) (Class 37)