

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	Assignment of Marks
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Roll Rite Corporation		09/30/2004	CORPORATION: MICHIGAN

RECEIVING PARTY DATA	
Name:	Roll-Rite LLC
Street Address:	2574 School Road
City:	Alger
State/Country:	MICHIGAN
Postal Code:	48610
Entity Type:	limited liability company: DELAWARE

PROPERTY NUMBERS Total: 4		
Property Type	Number	Word Mark
Registration Number:	1927902	ROLL-RITE
Registration Number:	2005681	ROLL-RITE
Registration Number:	2706179	TARPMASER
Registration Number:	2861698	TARPSTRETCHER

CORRESPONDENCE DATA	
Fax Number:	(704)353-3110
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	704.331.7400
Email:	docket@kennedycovington.com
Correspondent Name:	Susan S. Jackson
Address Line 1:	214 North Tryon Street
Address Line 2:	Hearst Tower, 47th Floor
Address Line 4:	Charlotte, NORTH CAROLINA 28202

ATTORNEY DOCKET NUMBER:	0027443.00009
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NAME OF SUBMITTER:	Marcia Siuda, Trademark Paralegal
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OP \$115.00 1927902

Total Attachments: 3

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ASSIGNMENT OF MARKS

This Assignment of Service marks and Trademarks (this "Assignment") is made as of September 30, 2004, by Roll Rite Corporation, a Michigan corporation (the "Assignor") having a principal place of business at 2574 School Road, Alger, MI 48610, to Roll-Rite LLC, a Delaware limited liability company (the "Assignee"), having a principal place of business at 2574 School Road, Alger, MI 48610.

The Assignor and the Assignee are parties to an Asset Purchase Agreement, dated on or about the date hereof (the "Purchase Agreement"), pursuant to which the Assignor has agreed to sell to the Assignee and the Assignee has agreed to buy from the Assignor the Acquired Assets (as defined in the Purchase Agreement), including the service marks, trademarks, trade dress, logos, internet domain names, trade names and corporate names of the Assignor. In accordance with the Purchase Agreement, the Assignor desires to transfer and assign to the Assignee, and the Assignee desires to accept the transfer and assignment of, all of the Assignor's worldwide rights, title and interests in, to and under the Assignor's registered and unregistered domestic and foreign service marks, trademarks, trade dress, service mark applications, trademark applications, trade dress applications, internet domain names and trade names, including the service marks, trademarks, trade dress, service mark applications, trademark applications, trade dress applications, internet domain names and trade names listed on Schedule A annexed hereto and incorporated herein by reference (collectively, the "Marks").

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor does hereby transfer and assign to the Assignee all of the Assignor's worldwide rights, title and interests in, to and under the Marks, including the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of any Mark, whether arising prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof in the United States or worldwide, the same to be held and enjoyed by the Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the Assignor had this Assignment not been made.

The Assignor has caused its duly authorized officer to execute this Assignment as of the date first above written.

ROLL RITE CORPORATION

By: [Signature]
Name: Timothy K. Searfoss
Title: President

State of North Carolina
) ss.:
County of Mecklenburg

On this 30th day of September, 2004, before me, Jolene B. Beatty, personally appeared Timothy K. Searfoss of Roll Rite Corporation personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

[Signature]
Notary Public

My Commission Expires August 16 2007

SCHEDULE A

Registered Service marks and Trademarks

Servicemark or Trademark or Trade Dress Date	Registration No.	Registration Date
ROLL-RITE	U.S. Trademark Reg. No. 1,927,902	October 17, 1995
ROLL-RITE	U.S. Trademark Reg. No. 2,005,681	October 8, 1996
TARPMASER	U.S. Trademark Reg. No. 2,706,179	April 15, 2003
TARPSTRETCHER	U.S. Trademark Reg. No. 2,861,698	July 6, 2004

Unregistered Service marks and Trademarks

ROLL RITE and Design
TARPTALK

Trade Names

Roll Rite
Roll-Rite

Registered Internet Domain Names

Rite-lift.com
Ritelift.com
Roll-rite.com
Rollrite.com
Rollrite.net
Rollrite.org

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