

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Signs Now Corporation		01/31/2005	CORPORATION: FLORIDA

**RECEIVING PARTY DATA**

<b>Name:</b>	Allegra Holdings LLC
<b>Street Address:</b>	21680 Haggerty Road
<b>Internal Address:</b>	Suite 105S
<b>City:</b>	Northville
<b>State/Country:</b>	MICHIGAN
<b>Postal Code:</b>	48167
<b>Entity Type:</b>	Limited Liability Company: MICHIGAN

**PROPERTY NUMBERS Total: 16**

Property Type	Number	Word Mark
Registration Number:	2278493	SHOW ME THE COLOR
Registration Number:	1402598	SIGN EXPRESS
Registration Number:	2245444	THE ORIGINAL ONE DAY HI-TECH SIGN CO.
Registration Number:	2943685	STAND OUT
Registration Number:	2889935	DISPLAYS NOW
Registration Number:	2121506	SIGNS NOW
Registration Number:	2768692	CORPORATE GRAPHICS ON-LINE, ON-TIME, ON-DEMAND
Registration Number:	2770751	CORPORATE IDENTITY ASSURANCE ON-LINE, ON-TIME, ON-DEMAND
Registration Number:	2580208	THE RIGHT SIGN CAN TAKE YOU ANYWHERE
Registration Number:	2396512	
Registration Number:	2396511	NEXT GEN DIGITAL
Registration Number:	2595745	STAND OUT IN A CROWDED WORLD
Registration Number:	1622804	SIGNS NOW

OP \$415.00 2278493

Registration Number:	1632526	SIGNS NOW!
Registration Number:	1996871	
Registration Number:	2692901	WEEDER

**CORRESPONDENCE DATA**

Fax Number: (734)665-8788  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 734-665-4441  
Email: pfransway@psedlaw.com  
Correspondent Name: Paul R. Fransway  
Address Line 1: 24 Frank Lloyd Wright Drive  
Address Line 4: Ann Arbor, MICHIGAN 48105

NAME OF SUBMITTER:	Paul R. Fransway
Signature:	/prf/
Date:	05/25/2005

Total Attachments: 2  
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**ASSIGNMENT OF U.S. TRADEMARKS**

**WHEREAS**, Signs Now Corporation, a Florida corporation, having an address of 4900 Manatee Avenue West, Suite 201, Bradenton, Florida 34209 ("Assignor"), owns the trademarks listed in **Exhibit A**, which have been applied for or registered with the United States Patent and Trademark Office (the "Marks"); and

**WHEREAS**, Allegra Holdings LLC, a Michigan limited liability company, having an address of 21680 Haggerty Road, Suite 105S, Northville, Michigan 48167 ("Assignee") desires to acquire the entire right, title and interest in, to and under said Marks;

**NOW, THEREFORE**, for one dollar U.S. (\$1.00) and other valuable and legally sufficient consideration, the receipt and legal sufficiency of which are hereby acknowledged by Assignor, Assignor does hereby sell, assign, transfer and set over to said Assignee all its right, title and interest in, to and under said Marks, including all registrations and all common law rights, together with the goodwill of the business symbolized by the Marks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

**IN TESTIMONY WHEREOF**, Assignor has executed this Assignment effective as of January 31, 2005.

**SIGNS NOW CORPORATION**

By: *Michael L. Etchieson*

Name: Michael L. Etchieson

Title: Chief Executive Officer

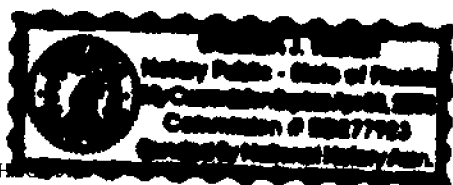
State of Florida                    }  
County of Manatee                } SS

On this 31<sup>st</sup> day of January, 2005, before me, a Notary Public in and for the County and State aforesaid, appeared Michael L. Etchieson, to me personally known to be the same person who subscribed to the foregoing instrument, and acknowledged that execution of said document was a free and voluntary act for the uses and purposes therein expressed.

WITNESS my hand and seal the day and year last above given.

Notary Public: *Barbara J. Turner*

My Commission Expires:



**EXHIBIT A**

US	SHOW ME THE COLOR	75/433026	12-Feb-1998	2278493	14-Sep-1999
US	SIGN EXPRESS LOGO	73/571097	02-Dec-1985	1402598	22-Jul-1986
US	THE ORIGINAL ONE DAY HI-TECH SIGN CO.	75/321844	01-Jul-1997	2245444	18-May-1999
US	STAND OUT	78/313798	15-Oct-2003		
US	DISPLAYS NOW	76/506639	16-Apr-2003	2889935	28-Sep-2004
US	SIGNS NOW	75/207495	03-Dec-1996	2121506	16-Dec-1997
US	CORPORATE GRAPHICS ON-LINE, ON-TIME, ON-DEMAND AND DESIGN	76/282479	11-Jul-2001	2768692	30-Sep-2003
US	CORPORATE IDENTITY ASSURANCE ON-LINE, ON-TIME, ON-DEMAND AND DESIGN	76/282478	10-Jul-2001	2770751	07-Oct-2003
US	THE RIGHT SIGN CAN TAKE YOU ANYWHERE	76/189779	04-Jan-2001	2508208	11-Jun-2002
US	NEXT GEN DIGITAL DESIGN	75/676109	07-Apr-1999	2396512	17-Oct-2000
US	NEXT GEN DIGITAL	75/676108	07-Apr-1999	2396511	17-Oct-2000
US	STAND OUT IN A CROWDED WORLD	76/168468	20-Nov-2000	2595745	16-Jul-2002
US	SIGNS NOW AND TRIANGLE LOGO	73/795845	25-Apr-1989	1622804	13-Nov-1990
US	SIGNS NOW! (STYLIZED)	795512	24-Apr-1989	1632526	22-Jan-1991
US	SMARTCOLOR	74/716490	16-Aug-1995	2360969	27-Jun-2000
US	TRIANGLE LOGO	74/715475	10-Aug-1995	1996871	27-Aug-1996
US	THE SIGNERY	598214	12-May-1986	1426087	20-Jan-1987
US	WEEDER	76/398084	19-Apr-2002	2692901	04-Mar-2003
US	THE RIGHT SIGN...AT THE RIGHT PRICE...RIGHT AWAY...GUARANTEED!	73/805761	12-Jun-1989	1590261	03-Apr-1990
US	YOUR BUSINESS SIGN SOURCE	74/108854	24-Oct-1990	1702252	21-Jul-1992