orm PTO-1594 (Rev. 07/05) MB Collection 0651-0027 (exp. 6/30/2008)	U.S. DEPARTMENT OF COMMERCE United States Patent and Trademark Office
RECORDATION FOR	
TRADEMARKS ONLY	
To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.	
Name of conveying party(les):	2. Name and address of receiving party(les)
SJK Enterprises, LLC	Additional names, addresses, or citizenship attached? No
	Name: ICI Enterprises, LLC
(adividual(s) Association	Internal Address:
☐ Individual(s) ☐ Association ☐ Limited Partnership	Street Address: 7047 E. Greenway Parkway, Suite 180
✓ Corporation- State: Arizona	
Other	City: Scottsdale
Citizenship (see guidelines) Arizona	State: Arizona Zip: 85254
Additional names of conveying parties attached? Yes V No	
	General Partnership Citizenship
3. Nature of conveyance)/Execution Date(s) :	Limited Partnership Citizenship
Execution Date(s) September 20, 2005	Corporation Citizenship Arizona
Assignment Merger	Other Citizenship
Security Agreement Change of Name	If assignee is not domiciled in the United States, a domestic
Other	(Designations must be a separate document from assignment)
4. Application number(s) or registration number(s) and A. Trademark Application No.(s) 76/494,240	d identification or description of the Trademark. B. Trademark Registration No.(s)
·	Additional sheet(s) attached? Yes No
C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown): ESTORY	
5. Name & address of party to whom correspondence concerning document should be mailed: Name: Laura J. Zeman. Snell & Wilmer L.L.P.	6. Total number of applications and registrations involved:
Internal Address:	7, Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00
INTERINAL AUGUSSS.	Authorized to be charged by credit card
Discrete Address of One Advance Contest	Authorized to be charged to deposit account
Street Address: One Arizona Center 400 East Van Buren	☐ Enclosed
	8. Payment Information:
City: Phoenix Zip: 85004-2202	a. Credit Card Last 4 Numbers
Ottato, Alizanta	Expiration Date
Phone Number: (602) 382-6377	b. Deposit Account Number <u>19-2814</u>
Fax Number: (602) 382-6070 Email Address: zeman@swlaw.com	Authorized User Name Laura J. Zeman
1 102	September 21, 2005
9, Signature: Stumble () (Signature	Date
Laura J. Zeman, Reg. No. 36.078	Total number of pages including cover sheet, attachments, and document:
Name of Person Signing	sneet, attachments, and document.

Documents to be recorded (including cover sheet) should be faxed to (671) 273-0140, or melled to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

> TRADEMARK REEL: 003201 FRAME: 0994

SERVICE MARK ASSIGNMENT

WHEREAS, SJK Enterprises, LLC (hereinafter "ASSIGNOR"), a corporation organized and existing under and by virtue of the laws of the State of Arizona, having its principal place of business at 5110 N. 40th Street, Suite 100, Phoenix, AZ 85018, is the owner of the application for registration of the service mark "ESTORY", filed March 3, 2003 as Serial No. 76/494,240;

AND WHEREAS, ICI ENTERPRISES, LLC (hereinafter "ASSIGNEE"), a corporation organized and existing under and by virtue of the laws of the State of Arizona, having its principal place of business at 7047 E. Greenway Parkway, Suite 180, Scottsdale, Arizona 85254, desires to acquire an interest therein;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR by these presents sells, assigns and transfers unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right to the service mark "ESTORY".

EXECUTED as of the date written below by ASSIGNOR.

SJK ENTERPRISES, LLC

STATE OF ARIZONA

County of Maricopa

On this 2014 day of _ September 2005, before me, a notary public in and for said county, appeared Sandy Kosloff, President of SJK ENTERPRISES, LLC, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, who acknowledged that he signed, sealed and delivered the said instrument as his free and voluntary act, and as the free and voluntary act of SJK ENTERPRISES, LLC, for the uses and purposes therein set forth.

(Seal)

My commission expires:

ASSIGNMENT ACCEPTED this _ 4

OFFICIAL SEAL BOBBI SUE CASE NOTARY PUBLIC - State of Arizona MARICOPA COUNTY My Comm. Expires Aug. 25, 2009

ICI ENTERPRISES, LLC

SNELL & WILMER L.L.P.

One Arizona Center 400 East Van Buren Phoenix, Arizona 85004-2022

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(602) 382-6000

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TRADEMARK

REEL: 003201, FRAME: 0995

RECORDED: 09/21/2005