

**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		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SME Associates, LLC		01/23/2006	LIMITED LIABILITY COMPANY: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Maritz Inc.		
<b>Street Address:</b>	1375 North Highway Drive		
<b>City:</b>	Fenton		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63099		
<b>Entity Type:</b>	CORPORATION: MISSOURI		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2858505	SME ASSOCIATES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(314)231-4342		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	kbastunas@senniger.com		
<b>Correspondent Name:</b>	Paul Fleischut		
<b>Address Line 1:</b>	One Metropolitan Square, 16th Floor		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63102		
<b>ATTORNEY DOCKET NUMBER:</b>	MRZ9250:PIF/KSB		
<b>NAME OF SUBMITTER:</b>	Paul I. J. Fleischut		
<b>Signature:</b>	/pif/		
<b>Date:</b>	02/03/2006		

CH \$40.00 2858505

Total Attachments: 2  
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**ASSIGNMENT**

1. **WHEREAS**, SME Associates, LLC, of Fenton, Missouri, a Limited Liability Company duly organized and existing under and by virtue of the laws of the State of Missouri (hereinafter referred to as Assignor), has adopted and used in its business a certain service mark; and

2. **WHEREAS**, Assignor has a certain registration in the United States Patent and Trademark Office relating to said service mark; and

3. **WHEREAS**, Maritz Inc., of Fenton, Missouri, a corporation duly organized and existing under and by virtue of the laws of the State of Missouri (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title, and interest of Assignor in said service mark and said registration and the good will of the business in connection with which said service mark is used;

4. **NOW THEREFORE**, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration by Assignee to Assignor in hand paid, receipt of all of which is hereby acknowledged, Assignor has agreed to and does hereby sell, assign, and transfer unto assignee, its successors and assigns, all of Assignor's right, title, and interest throughout the world in and to said service mark and said registration together with the good will of the business in connection with which said service mark is used, and together with full right to sue for and recover all profits and damages recoverable from past infringements of said service mark; including specifically, without limiting the generality of the foregoing, the United States registration listed below.

5. **TO BE HELD AND ENJOYED BY** Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this sale and

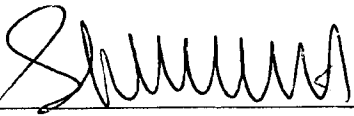
assignment not been made.

**6. THE UNITED STATES SERVICE MARK REGISTRATION IS AS  
FOLLOWS:**

<u>REG. NO.</u>	<u>REG. DATE</u>	<u>MARK</u>
2,858,505	June 29, 2004	SME ASSOCIATES

IN WITNESS WHEREOF, assignor has caused these presents to be executed by its officer thereunto duly authorized and this 23 day of January, 2006.

SME ASSOCIATES, LLC

By   
\_\_\_\_\_  
Officer's Name Steven M. Gallant  
Officer's Title Chairman of the Board and Secretary

PIF/KSB/mks