

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hoffend & Sons, Inc.		10/16/2006	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Daktronics Hoist, Inc.		
Street Address:	331 32nd Avenue		
City:	Brookings		
State/Country:	SOUTH DAKOTA		
Postal Code:	57006		
Entity Type:	CORPORATION: SOUTH DAKOTA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	78455093	VAC	
Serial Number:	78455105	HOFFEND	
Serial Number:	78166200		
Serial Number:	78165873	VORTEK	
CORRESPONDENCE DATA			
Fax Number:	(952)475-2930		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(952) 475-1880		
Email:	pto@jaegerlaw.net		
Correspondent Name:	Hugh D. Jaeger		
Address Line 1:	P.O. Box 672		
Address Line 4:	Wayzata, MINNESOTA 55391		
ATTORNEY DOCKET NUMBER:	DAKTRONICS-HOFFEND		
NAME OF SUBMITTER:	Hugh D. Jaeger		

OP \$115.00 78455093

Signature:

/Hugh D. Jaeger/

Date:

12/07/2006

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT ("Agreement") is made this day of October, 2006 by **HOFFEND & SONS, INC.**, a New York corporation (the "Assignor") to **DAKTRONICS HOIST, INC.**, a South Dakota corporation (the "Assignee").

WHEREAS, Assignor owns all right, title, interest and goodwill in and to the trademarks (the "Marks") set forth on Exhibit A;

WHEREAS, Assignor desires to convey, transfer, assign, deliver and contribute to Assignee all of its right, title, interest and goodwill in and to the Marks; and

WHEREAS, Assignee desires to acquire all of Assignor's entire right, title, interest and goodwill in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, interest and goodwill worldwide in and to the Marks, including without limitation, all common law rights including rights of priority and renewal as may now or hereafter be granted by law, treaty or other international convention and all rights, interests, claims and demands recoverable in law or in equity that it has or may have in profits and damages for past, present and future infringements and misappropriations thereof, including but not limited to the right to compromise, sue for, and collect profits and damages.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the day and year first above written.

HOFFEND & SONS, INC.

By: [Signature]

Its COO

STATE OF)
) ss
COUNTY OF)

Subscribed and sworn to before me
this 16th day of October, 2006.

[Signature]
Notary Public

LINDA A. FORYS
Notary Public, State of New York
No. 01FO6099163
Qualified in Monroe County
Commission Expires Sept. 22, 2007

DAKTRONICS HOIST, INC.

By: [Signature]

Its Chief Financial Officer

STATE OF)
) ss
COUNTY OF)

Subscribed and sworn to before me
this 16th day of October, 2006.

[Signature]
Notary Public

LINDA A. FORYS
Notary Public, State of New York
No. 01FO6099163
Qualified in Monroe County
Commission Expires Sept. 22, 2007

**EXHIBIT A
TRADEMARK ASSIGNMENT**

Hoffend & Sons, Inc. to Daktronics Hoist, Inc.

Trademark	Country	Serial No	Filing Date	Reg. No.	Registration Date	Status	Goods/Services
VAC*	U.S.A.	78/455,093	07/22/2004			Published	Theatrical arena and stage hoists comprising of computer touch screen, computer keyboard, computer joystick, computer, and computer software for controlling theatrical arenas and stage hoists, and parts therefore, all sold in an enclosure as a unit
VAC	Canada	1244862	01/21/2005			Pending	Control system for theatrical arena and stage hoists including computer interface.
HOFFEND	U.S.A.	78/455,105	07/22/2004			Pending	Hoist and rigging systems for theaters, arenas, and stages comprised of motorized hoists, loft blocks, computer based controllers for hoists, wireways for hoists, all sold as a unit
HOFFEND	Canada	1244863	01/21/2005			Pending	Hoist and rigging systems for theatres, arenas and stages.
HOFFEND	European Union	4250163	01/20/2005	4250163	04/13/2006	Registered	Hoist and rigging systems for theatres, arenas, stages and manufacturing; control system for theatrical arena and stage hoists , Computer interface for theatrical arena and stage hoist control systems.
Miscellaneous Design	U.S.A.	78/166,200	09/20/2002	2,833,254	04/13/2004	Registered	Hoist for controllable lifting in theaters, arenas, stages and manufacturing
VORTEK		78/165,873	09/19/2002	2,833,249	04/13/2004	Registered	Hoist for controllable lifting in theaters, arenas, stages and manufacturing

* Denotes Intent-To-Use
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