

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HA-LO Holdings, LLC		02/23/2007	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Halo Branded Solutions, Inc.		
Street Address:	Two Prudential Plaza, 180 N. Stetson		
Internal Address:	Suite 3700		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60601-6710		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3037295	HALO CUSTOM PRODUCTS	
CORRESPONDENCE DATA			
Fax Number:	(312)984-7700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-372-2000		
Email:	Chicago_IP_Docket@mwe.com		
Correspondent Name:	Michelle C. Burke, Esq.		
Address Line 1:	227 West Monroe Street		
Address Line 2:	Suite 4400		
Address Line 4:	Chicago, ILLINOIS 60606-5096		
NAME OF SUBMITTER:	Michelle C. Burke		
Signature:	/Michelle C. Burke/		
Date:	02/23/2007		

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TRADEMARK

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, HA-LO Holdings, LLC, (the "Assignor"), a Delaware limited liability company, has adopted and used and is the sole and exclusive owner of the following trademark, and of all of the goodwill of the business appurtenant thereto ("Trademark"):

HALO CUSTOM PRODUCTS, U.S. Reg. No. 3,037,295

WHEREAS, Halo Branded Solutions, Inc. (the "Assignee"), a Delaware corporation, is acquiring the Trademark, together with all of the goodwill of the business associated with the Trademark, from Assignor;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for and in consideration of \$10.00, and other valuable and legally sufficient consideration, the receipt and legal sufficiency of which is hereby acknowledged, the Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer unto the Assignee, the entire right, title and interest in and to the Trademark, and in and to all of the goodwill of the business appurtenant thereto, together with all claims for damages by reason of infringement of same, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives.

AND, the Assignor hereby requests the United States Commissioner of Patents and Trademarks (the "Commissioner"), as well as his or her foreign counterparts in the foreign jurisdictions which exercise authority over the Trademark to record this Trademark Assignment. The Assignor hereby further requests the Commissioner and his or her foreign counterparts to issue any and all registration(s) resulting from this Trademark application or derived therefrom to the Assignee as assignee of the entire interest.


AND, the Assignor, for itself and its successors and assigns, hereby covenants and agrees that at any time and from time to time forthwith upon the request of the Assignee, the Assignor will, at its expense, do, execute, acknowledge and deliver or cause to be done, executed, acknowledged and delivered, all such further acts, deeds, instruments, transfers and assurances as may be reasonably required by the Assignee in order to assign, transfer, set over and convey unto, and vest in, the Assignee, its respective successors and assigns, the Trademark, and to put the Assignee in actual possession and operating control thereof, free and clear of all liens, to assist the Assignee in exercising all rights with respect thereto and to assure the Assignee of the full benefits thereof.

This Trademark Assignment shall be binding upon and shall inure to the benefit of the respective successors and assigns of the Assignor and the Assignee. This Trademark Assignment shall not confer any rights or remedies upon any person other than the parties hereto, and their respective successors and assigns.

* * *

IN TESTIMONY WHEREOF, the Assignor has caused this Trademark Assignment to be executed by its duly authorized representative effective on February 23, 2007.

Assignor: HA-LO HOLDINGS, LLC

By: 

Name: Marc Simon

Title: President

[Signature Page to Trademark Assignment]

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RECORDED: 02/23/2007

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