#### 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           |
|------------------------|----------|----------------|-----------------------|
| Chief Industries, Inc. |          | 08/03/2007     | CORPORATION: DELAWARE |

#### **RECEIVING PARTY DATA**

| Name:           | SignCo                |
|-----------------|-----------------------|
| Street Address: | 1030 S.W. 6th Street  |
| City:           | Lincoln               |
| State/Country:  | NEBRASKA              |
| Postal Code:    | 68522                 |
| Entity Type:    | CORPORATION: NEBRASKA |

#### PROPERTY NUMBERS Total: 1

| Property Type        | Number  | Word Mark     |
|----------------------|---------|---------------|
| Registration Number: | 2588329 | SUPERVIEW LED |

#### **CORRESPONDENCE DATA**

Fax Number: (816)474-9057

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 816-474-9050

Email: tmdocketing.colombo@hoveywilliams.com

Correspondent Name: Andrew G. Colombo

Address Line 1: 2405 Grand Blvd., Suite 400

Address Line 4: Kansas City, MISSOURI 64108-2519

| ATTORNEY DOCKET NUMBER: | 38501             |
|-------------------------|-------------------|
| NAME OF SUBMITTER:      | Andrew G. Colombo |
| Signature:              | /AGC/             |
| Date:                   | 08/09/2007        |

TRADEMARK REEL: 003598 FRAME: 0126

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Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif

TRADEMARK REEL: 003598 FRAME: 0127

### ASSIGNMENT OF TRADEMARK

For valuable consideration, the receipt whereof is hereby acknowledged by Assignor, Assignor does hereby assign to Assignee the hereinafter specified Trademark.

The terms used in this Assignment of Trademark are hereby defined as follows:

- 1. Assignor means: Chief Industries, Inc. (Delaware corporation), 3942 West Old Highway 30, Grand Island, Nebraska 68801.
- 2. Assignee means: SignCo (Nebraska corporation), 1030 S.W. 6<sup>th</sup> Street, Lincoln, Nebraska 68522.
- 3. Trademark means: Mark: SUPERVIEW LED®, United States Patent and Trademark Office, Registration No. 2,588,329, Registered July 2, 2002.

The goodwill of Assignor has been purchased by and assigned to Assignee.

Assignor warrants that it has marketable title to the Trademark and full authority to assign the same and that it will defend the title against the claims of all persons whomsoever.

Assignee is domiciled in Lincoln, Nebraska, U.S.A., and its principal place of business is at its above stated address.

Dated this 3<sup>rd</sup> day of August, 2007.

| CHIEF INDUSTRIES, INC. |
|------------------------|
|                        |
|                        |
| But he had to the      |
| By: Correct T          |
| Donald L. Dunn         |

Its: Executive Vice President-Administration

| STATE OF NEBRASKA  | )   |
|--|---|
|  | ) ss:   |
| COUNTY OF HALL   | )   |
| The foregoing instrument v<br>by Donald L. Dunn, Execu<br>Delaware corporation, on b | vas acknowledged before me this 3nd day of <u>lucust</u> , 2007, ive Vice President-Administration of Chief Industries, Inc., a chalf of the corporation. |
| GENERAL NOTARY - State BARBARA J. S. My Comm. Exp. 00                                | ALADEN   Notary Public  |

TRADEMARK REEL: 003598 FRAME: 0128 Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

United States Patent and Trademark Office

Reg. No. 2,588,329 Registered July 2, 2002

## TRADEMARK PRINCIPAL REGISTER

# SUPERVIEW LED

CHIEF INDUSTRIES, INC. (DELAWARE COR-PORATION) P.O. BOX 2078 OLD WEST HIGHWAY #30 GRAND ISLAND, NE 68802

FOR: SMALL AND LARGE SCALE PROGRAM-MABLE ELECTRONIC DISPLAY SYSTEMS, NAMELY, AN ELECTRONIC SIGN USING LEDS TO DISPLAY MESSAGES THROUGH A MATRIX OF ILLUMINATED ROUND PIXELS AND CONTROLLED BY USING COMPUTER HARDWARE AND

SOFTWARE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-16-2001; IN COMMERCE 3-16-2001.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LED", APART FROM THE MARK AS SHOWN.

SER. NO. 76-310,660, FILED 9-10-2001.

ANDREA SAUNDERS, EXAMINING ATTORNEY

TRADEMARK \_REEL: 003598 FRAME: 0129

**RECORDED: 08/09/2007**