

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		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	816-474-9050		
Email:	tmdocketing.colombo@hoveywilliams.com		
Correspondent Name:	Andrew G. Colombo		
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ATTORNEY DOCKET NUMBER:	38501		
NAME OF SUBMITTER:	Andrew G. Colombo		
Signature:	/AGC/		
Date:	08/09/2007		

CH \$40.00 2588329

Total Attachments: 2

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Int. Cl.: 9

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

Reg. No. 2,588,329

United States Patent and Trademark Office

Registered July 2, 2002

TRADEMARK
PRINCIPAL REGISTER

SUPERVIEW LED

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

FOR: SMALL AND LARGE SCALE PROGRAMMABLE 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