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

CH $40.00 2588329

Total Attachments: 2
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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. 6th 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 3rd day of August, 2007.

CHIEF INDUSTRIES, INC.

By: _____
Donald L. Dunn

Its: Executive Vice President-Administration

STATE OF NEBRASKA)
) ss:
COUNTY OF HALL)

The foregoing instrument was acknowledged before me this 3rd day of August, 2007, by Donald L. Dunn, Executive Vice President-Administration of Chief Industries, Inc., a Delaware corporation, on behalf of the corporation.

GENERAL NOTARY - State of Nebraska
BARBARA J. SALADEN
My Comm. Exp. Oct. 4, 2009

_____
Notary Public

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