

TRADEMARK ASSIGNMENT

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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
Hirsh Industries, Inc.		11/06/2007	CORPORATION: IOWA
RECEIVING PARTY DATA			
Name:	Hirsh Industries, LLC		
Street Address:	11229 Aurora Avenue		
City:	Urbandale		
State/Country:	IOWA		
Postal Code:	50322		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77070566	THE ORGANIZER	
CORRESPONDENCE DATA			
Fax Number:	(312)214-7715		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-214-7770		
Email:	anderson@ryndaksuri.com		
Correspondent Name:	RYNDAK & SURI LLP		
Address Line 1:	200 West Madison Street		
Address Line 2:	Suite 2100		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	28183-10805 US		
NAME OF SUBMITTER:	Mark K. Suri		
Signature:	/s/ Mark K. Suri		
Date:	11/12/2007		

CH \$40.00 77070566

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made and entered into this 6TH day of November, 2007, by and between Hirsh Industries, Inc., an Iowa corporation ("Assignor"), and Hirsh Industries, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor desires to sell all of its right, title and interest in and to the trademark "THE ORGANIZER," which is the subject of U.S. Trademark Application No. 77/070,566, filed December 22, 2006, (hereafter referred to as the "Assigned Mark") to Assignee;

WHEREAS, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor and Assignee desire to enter into this Assignment.

1. Consideration/Grant of Rights to Trademark. For good and valuable consideration, receipt and sufficiency of which Assignor specifically acknowledges, Assignor hereby grants, conveys, transfers, alienates and assigns, as of the date of this instrument, to Assignee, for and throughout the world, Assignor's rights, title and interest (legal, equitable, use and otherwise) in and to the Assigned Mark all: (i) the right to file, prosecute and register the same in Assignee's name with any governmental authority; (ii) rights to record the transfers made under this Assignment in the United States Patent and Trademark Office and in any other public offices of any governmental authorities throughout the world; (iii) rights to sue for, collect and retain damages predicated on present or future infringements of the preceding, as well as all other claims and rights to damages associated with the preceding, whether predicated on past, present or future actions or omissions, and whether or not currently known or unknown; (iv) all good-will associated with the Assigned Mark; (v) the business of Assignor to which the Assigned Mark pertained; and the right to license others to use the Assigned Mark.

2. No Retained Rights. Assignor's assignment of the Assigned Mark to Assignee under this Assignment constitutes a complete, absolute and exclusive transfer of all rights (legal, equitable, use and otherwise) in the Assigned Mark, whether currently existing or arising or recognized in the future. Assignor does not reserve or retain any right, title or interest in the Assigned Mark. Assignor acknowledges and agrees that the Assigned Mark constitutes the sole and exclusive property of Assignee.

3. Binding Effect. This Assignment shall be binding upon and inure to the benefit of Assignee, its successors and assigns and on Assignor and its successors.

