

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	04/19/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
XPressMyself.com LLC		04/19/2007	LIMITED LIABILITY COMPANY: NEW YORK

RECEIVING PARTY DATA

Name:	SmartSign LLC
Street Address:	32 Court Street
City:	Brooklyn
State/Country:	NEW YORK
Postal Code:	11201
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	2009305	SMARTSIGN
Registration Number:	2468154	LABELTHIS
Registration Number:	1784144	SMARTSIGN
Registration Number:	2585656	LABELLAB
Registration Number:	2985477	BADGE-IN-A-BOX
Registration Number:	2140838	SMARTSIGNS

CORRESPONDENCE DATA

Fax Number: (585)232-2152
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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 Correspondent Name: Stephen B. Salai
 Address Line 1: 1600 Bausch & Lomb Place

CH \$165.00 2009305

Address Line 4: Rochester, NEW YORK 14604

ATTORNEY DOCKET NUMBER: 86487.000013

NAME OF SUBMITTER: Stephen B. Salai

Signature: /stephen b. salai/

Date: 02/29/2008

Total Attachments: 2
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Trademark Assignment

This agreement made effective the 19th day of April 2007 by and between XpressMyself.com LLC, ("XP") a New York limited liability company with an office at 297 Henry St, Brooklyn, NY 11201, and SmartSign LLC, ("SS") a Delaware limited liability company with an office at 32 Court Street, Brooklyn, NY 11201:

WITNESETH:

WHEREAS XP is the owner of the trademarks and trademark registrations listed in Schedule A annexed hereto ("the Marks") and the goodwill associated with each of the marks; and

Whereas SS wishes to acquire from XP and XP is willing to transfer to SS all of XP's right title and interest in and to the Marks, the registrations, and the goodwill associated with the Marks;

NOW, THEREFORE, in consideration of the premises and mutual covenants herein contained and for good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

XP hereby sells assigns and transfers to SS all of XP's right title and interest in and to the Marks and the trademark registrations listed in schedule A hereto, and the goodwill associated with the Marks.

IN WITNESS WHEREOF, the parties hereto have executed this agreement as of the date first above written.

XpressMyself.com LLC

By Blair Brewster
Blair Brewster, sole member

SmartSign LLC

XpressMyself.com LLC, sole member

By Blair Brewster
Blair Brewster, sole member

Schedule A

Trademark/Service mark

US Registration Number

LABELTHIS	2468154
SMARTSIGN	2009305
SMARTSIGN	1784144
LABELLAB	2585656
BADGE-IN-A-BOX	2985477
SMARTSIGNS	2140838