

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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
Genco I, Inc.		07/30/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Genco Marketplace, Inc.		
Street Address:	100 Papercraft Park		
City:	Pittsburgh		
State/Country:	PENNSYLVANIA		
Postal Code:	15238		
Entity Type:	CORPORATION: PENNSYLVANIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2680956	CHANCEDEALS	
CORRESPONDENCE DATA			
Fax Number:	(412)394-2555		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	412-394-2360		
Email:	jtarasi@thorpreed.com		
Correspondent Name:	Jenifer S. Tarasi		
Address Line 1:	301 Grant Street, 14th Floor		
Address Line 2:	Thorp Reed & Armstrong, LLP		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15219-1425		
ATTORNEY DOCKET NUMBER:	RE001359-000		
NAME OF SUBMITTER:	Jenifer S. Tarasi		
Signature:	/jst/		
Date:	08/04/2008		

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Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "*Assignment*") dated as of July 30
2008 (the "*Effective Date*") is made by and between Genco I, Inc. ("*Assignor*"), a corporation organized and existing under the laws of the State of Delaware, having a place of business at 100 Papercraft Park, Pittsburgh, Pennsylvania 15238, and Genco Marketplace, Inc. ("*Assignee*"), a corporation organized and existing under the laws of the Commonwealth of Pennsylvania, having a place of business at 100 Papercraft Park, Pittsburgh, Pennsylvania 15238.

WHEREAS, Assignor is the owner of the United States trademark registration identified on Schedule A ("*Trademark*"); and

WHEREAS, Assignee wishes to acquire and Assignor wishes to assign all of its right, title and interest in and to the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

Assignor hereby sells, assigns and transfers to Assignee all of Assignor's worldwide right, title and interest in, to and under the Trademark together and with the goodwill of the business associated therewith and which is symbolized thereby, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States, Canada and in any other jurisdiction, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, any such payments resulting from past, present or future infringement or other unauthorized use of the Trademark, together with the right to sue for and collect the same.

Assignor request that the Commissioner of Patent and Trademarks record Assignee as the assignee and owner of the Trademark.

Except to the extent that federal law preempt state law with respect to matters covered hereby, the Assignment shall be governed by and construed in accordance with the laws of the Commonwealth of Pennsylvania without giving effect to the principles of conflicts of law thereof.

This Assignment may be executed in any number of counterparts, each of which shall be deemed to be an original, and all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be duly executed as of the date first above written.

ASSIGNOR:

Genco I, Inc.

By: [Signature]
Name: Danny M. Schenelberger
Title: Senior President

ASSIGNEE:

Genco Marketplace, Inc.

By: [Signature]
Name: William R. Morrison
Title: Vice President, CFO

COMMONWEALTH OF PENNSYLVANIA)

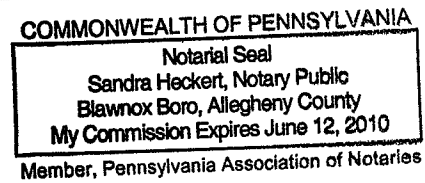
COUNTY OF Allegheny) SS:

On this 30th day of July, 2008, before me, a Notary Public, the above-signed officer, personally appeared Karry Schenelberger, who being duly sworn, did acknowledge himself to be the Sr VP Finance of Genco I, Inc., and that he, as such officer, being authorized to do so, executed the foregoing instrument for the purposes therein contained.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.

[Signature: Sandra Heckert]
Notary Public

My commission expires: June 12, 2010



COMMONWEALTH OF PENNSYLVANIA)

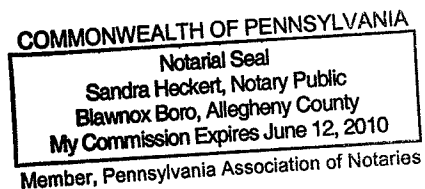
COUNTY OF Allegheny) SS:

On this 30th day of July, 2008, before me, a Notary Public, the undersigned officer, personally appeared William R. Morrison, who being duly sworn, did acknowledge himself to be the VP CFO of Genco Marketplace, Inc., and that he, as such officer, being authorized to do so, executed the foregoing instrument for the purposes therein contained.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.

[Signature: Sandra Heckert]
Notary Public

My commission expires: June 12, 2010



Schedule A

Trademark

U.S. Trademark/ Service Mark Registrations

MARK	REG. NO.	REG. DATE
CHANCEDEALS	2,680,956	January 28, 2003