

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Wilbert, Inc.		10/24/2008	CORPORATION: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Wilbert Funeral Services, Inc.		
<b>Street Address:</b>	P.O. Box 147		
<b>City:</b>	Forest Park		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60130		
<b>Entity Type:</b>	CORPORATION: ILLINOIS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	0861529	REGAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)321-4299		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312-321-4200		
<b>Email:</b>	officeactions@brinkshofer.com		
<b>Correspondent Name:</b>	Scott J. Slavick		
<b>Address Line 1:</b>	P. O. Box 10395		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60610		
<b>ATTORNEY DOCKET NUMBER:</b>	568		
<b>NAME OF SUBMITTER:</b>	Scott J. Slavick		
<b>Signature:</b>	/Scott J. Slavick/		
<b>Date:</b>	12/03/2008		

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Total Attachments: 1  
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**Trademark Assignment**

**WHEREAS**, Wilbert, Inc., an Illinois corporation, with its principal place of business in Forest Park, Illinois 60130 ("Assignor"), has adopted, owns and is using the mark REGAL ("the Mark") in connection with the following goods: cremation urns; and

**WHEREAS**, Assignor owns a federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods identified therein, Registration No. 861,529 registered on December 10, 1968; and

**WHEREAS**, Wilbert Funeral Services, Inc., an Illinois corporation, with its principal office in Forest Park, Illinois ("Assignee"), desires to acquire the Mark, and the above-referenced registration;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill symbolized by the Mark, and the registration thereof, nunc pro tunc, effective as of January 2, 1997.

Dated effective as of January 2, 1997.

Wilbert, Inc.

By: [Signature]

Name: GREG M. BOTNER

Title: PRESIDENT & CEO

Date of Execution: 10-24-08

Wilbert Funeral Services, Inc.

By: [Signature]

Name: William A. Olson

Title: PRESIDENT

Date of Execution: 10-24-08

SUBSCRIBED and SWORN to before

me this 24th of October, 2008

[Signature]

Notary Public

My Commission Expires: 8/24/2011

