

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
Lawn Guru, L.L.C.		11/21/2008	LIMITED LIABILITY COMPANY: CONNECTICUT
RECEIVING PARTY DATA			
Name:	The ServiceMaster Company		
Street Address:	860 Ridge Lake Boulevard		
City:	Memphis		
State/Country:	TENNESSEE		
Postal Code:	38120		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2860815	LAWN GURU	
CORRESPONDENCE DATA			
Fax Number:	(901)597-9762		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	mark.duncan@servicemaster.com		
Correspondent Name:	Melisa M. Manns		
Address Line 1:	860 Ridge Lake Boulevard		
Address Line 2:	The ServiceMaster Company		
Address Line 4:	Memphis, TENNESSEE 38120		
ATTORNEY DOCKET NUMBER:	2058		
NAME OF SUBMITTER:	Mark Duncan		
Signature:	/Mark Duncan/		
Date:	01/08/2009		

OP \$40.00 2860815

Total Attachments: 5

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ASSIGNMENT

THIS ASSIGNMENT (the "Assignment") is made and entered into November 21, 2008 ("Effective Date"), by and between LAWNGURU, L.L.C., a Connecticut limited liability company, ("Assignor"), and THE SERVICEMASTER COMPANY, a Delaware corporation ("Assignee").

RECITALS

- C. Assignor is the sole and exclusive owner of the entire right, title, and interest in, to, and under the trademarks and service marks, and any respective applications and registrations with the United States Patent and Trademark Office, listed in Assignment 1 ("Trademarks"), including variations thereof and the goodwill associated therewith.
- D. Assignee wishes to acquire, and Assignor wishes to assign, all right, title, and interest in, to, and under the Trademarks, together with the goodwill associated with the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which Assignor acknowledges, Assignor does sell, assign, transfer, and set over to Assignee the entire right, title, and interest in, to, and under the Trademarks, together with the goodwill associated with the Trademarks, including any renewals and extensions of any registration that is or may be secured under the laws of the United States and all foreign countries, now or hereafter in effect, 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 the Assignor had this Assignment not been made; and together will all income, royalties, or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present, or future infringement or other unauthorized use of the Trademarks, with the right to sue for and collect the same, for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

Assignor authorizes and requests the United States Commissioner of Patents and Trademarks to record Assignee as the owner of the Trademarks.

Assignor shall provide to Assignee, its successors, assigns, or other legal representatives, cooperation and assistance at Assignee's request and expense (including the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens, and other documentation as may be reasonably required) (1) in the preparation and prosecution of any application for renewal of a registration covering any of the Trademarks, (2) in the prosecution or defense of any interference, opposition, infringement, or other proceedings that may arise in connection with the Trademarks, including, but not limited to, testifying as to any facts relating to the Trademarks and this Assignment, (3) in obtaining any additional protection for the Trademarks that Assignee reasonably may deem appropriate that may be secured under the laws now or hereafter in effect in the United States or for all foreign countries, and (4) in the implementation or perfection of this Assignment.

Assignor:
LAWNGURU, L.L.C.

By: 
Name: Frank G. Catalano
Title: Manager

Assignee:
THE SERVICEMASTER COMPANY

By: _____
Name: Joseph M. Brown, Jr.
Title: Vice President - Finance
TruGreen, Inc.
General Partner of
TruGreen Limited Partnership
A duly authorized signer for ServiceMaster

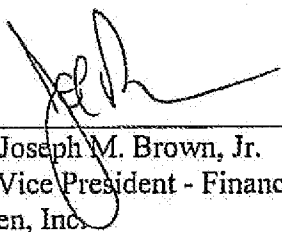
Assignor authorizes and requests the United States Commissioner of Patents and Trademarks to record Assignee as the owner of the Trademarks.

Assignor shall provide to Assignee, its successors, assigns, or other legal representatives, cooperation and assistance at Assignee's request and expense (including the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens, and other documentation as may be reasonably required) (1) in the preparation and prosecution of any application for renewal of a registration covering any of the Trademarks, (2) in the prosecution or defense of any interference, opposition, infringement, or other proceedings that may arise in connection with the Trademarks, including, but not limited to, testifying as to any facts relating to the Trademarks and this Assignment, (3) in obtaining any additional protection for the Trademarks that Assignee reasonably may deem appropriate that may be secured under the laws now or hereafter in effect in the United States or for all foreign countries, and (4) in the implementation or perfection of this Assignment.

Assignor:
LAWNGURU, L.L.C.

By: _____
Name: Frank G. Catalano
Title: Manager

Assignee:
THE SERVICEMASTER COMPANY

By: 
Name: Joseph M. Brown, Jr.
Title: Vice President - Finance
TruGreen, Inc.
General Partner of
TruGreen Limited Partnership
A duly authorized signer for ServiceMaster

Attachment 1

TRADEMARKS

"LawnGuru"

Int. Cl.: 44

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,860,815

Registered July 6, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

LAWN GURU

CATALANO, FRANK (UNITED STATES INDIVIDUAL)
82 CARRIAGE CROSSING
MIDDLETOWN, CT 06457

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "LAWN" , APART FROM THE
MARK AS SHOWN.

FOR: LAWN, TREE AND SHRUB CARE SERVICES, IN CLASS 44 (U.S. CLS. 100 AND 101).

SN 76-376,221, FILED 2-28-2002.

FIRST USE 7-1-2003; IN COMMERCE 8-1-2003.

MICHAEL SOUDERS, EXAMINING ATTORNEY