

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
SVE Holdings, Inc.		05/14/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Populous Holdings, Inc.
Street Address:	300 Wyandotte, Suite 300
City:	Kansas City
State/Country:	MISSOURI
Postal Code:	64105
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Serial Number:	77682698	POPULOUS
Serial Number:	77682702	POPULOUS
Serial Number:	77682707	POPULOUS
Serial Number:	77682711	POPULOUS
Serial Number:	77682717	POPULOUS
Serial Number:	77684425	DRAWING PEOPLE TOGETHER

CORRESPONDENCE DATA

Fax Number: (913)451-0875
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 9134515100
Email: ipdocketing@lathropgage.com
Correspondent Name: Amy M. Brozenic
Address Line 1: 10851 Mastin Blvd.
Address Line 2: Bldg. 82, Suite 1000
Address Line 4: Overland Park, KANSAS 66210-1669

CH \$165.00 77682698

ATTORNEY DOCKET NUMBER:	489528
NAME OF SUBMITTER:	Amy M. Brozenic, Attorney of record
Signature:	/Amy M. Brozenic/
Date:	05/14/2009
Total Attachments: 4 source=unitedstates_20090514142802#page1.tif source=unitedstates_20090514142802#page2.tif source=unitedstates_20090514142802#page3.tif source=unitedstates_20090514142802#page4.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made and entered into as of this 14th day of May, 2009 (the "Effective Date") by and between SVE Holdings, Inc., a Delaware corporation ("Assignor"), and Populous Holdings, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of all rights, title, and interest in and to the trademarks and United States federal trademark applications set forth on Schedule A, together with the goodwill of the business associated therewith (collectively, the "Marks").

WHEREAS, the Assignee is desirous of acquiring the entire rights in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers, conveys and delivers to Assignee the entire right, title and interest in and to the following, in each case for the United States and for all foreign countries, 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 had not been made:

1. the Marks, including, without limitation, any translations, adaptations, derivations and combinations thereof and renewals in connection therewith and all goodwill of the business associated therewith;
2. all income, royalties or payments due or payable with respect to any of the foregoing, including, without limitation, all claims for damages by reason of past, present or future infringement, misappropriation or other unauthorized use of the Marks, 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 hereby requests the United States Commissioner of Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Marks.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized representative as of the Effective Date.

SVE HOLDINGS, INC.

By:


Name: Zachary Rudman

Title: Secretary and Chief Legal Officer

SCHEDULE A

TRADEMARKS

MARK	COUNTRY	STATUS	GOODS/SERVICES	SERIAL NO./ FILING DATE
POPULOUS	United States	Pending Application	Class 35: Logistics management, namely, operational management, implementation, coordination of administrative details, and coordination of transportation of materials and goods of others, all in the field of national and international exhibitions, festivals, celebrations, and large-scale gatherings; business development services in the nature of development of processes for the analysis and the implementation of strategy plans and management projects in the field of national and international exhibitions, festivals, celebrations, and large-scale gatherings	77/682,698 03/03/2009
POPULOUS	United States	Pending Application	Class 37: Building construction services; construction services in the fields of government buildings, sports facilities, exhibition halls and exhibition arenas, event halls and event spaces, convention centers, educational buildings, mixed-use buildings, and commercial buildings; real estate site selection; consultation in the field of physical maintenance and repair of government buildings, sports facilities, exhibition halls and exhibition arenas, event halls and event spaces, convention centers, educational buildings, mixed-use buildings, and commercial buildings	77/682,702 03/03/2009
POPULOUS	United States	Pending Application	Class 41: Special event planning and consultation in the field of national and international exhibitions, festivals, celebrations, and large-scale gatherings	77/682,707 03/03/2009

POPULOUS	United States	Pending Application	Class 42: Architectural design services; interior design services; landscape design; landscape architectural and landscape lighting design; graphic design services; engineering and design services for building and property condition assessment, facility management, repair and restoration, building instrumentation and monitoring, safety and security, surveying, and environmental consulting; engineering and design for others of plumbing, heating, ventilation, air conditioning, mechanical and electrical systems; design for others of turf systems for sports facilities; design for others of lighting systems; architectural design of facilities in the fields of government buildings, sports facilities, exhibition halls and exhibition arenas, event halls and event spaces, convention centers, educational buildings, and mixed-use buildings; architectural planning layout design, and consulting services related thereto in the field of national and international exhibitions, festivals, celebrations, and large-scale gatherings; interior design services in the nature of space planning and space needs analysis; Planning and layout design for the interior space of government buildings, sports facilities, exhibition halls and exhibition arenas, event halls and event spaces, convention centers, educational buildings, mixed-use buildings, commercial buildings	77/682,711 03/03/2009
POPULOUS	United States	Pending Application	Class 45: Security consultancy, namely, providing security assessments of physical locations, information systems, and working environments in the field of sports facilities, national and international exhibitions, festivals, celebrations, and large-scale gatherings; Reviewing standards and practices to assure compliance with environmental, zoning and planning laws and regulations; Permitting, namely, obtaining environmental, design, zoning and other governmental permits	77/682,717 03/03/2009

			for development projects and related consulting thereto	
DRAWING PEOPLE TOGETHER	United States	Pending Application	Class 42: Architectural design services; interior design services; landscape design; landscape architectural and landscape lighting design; graphic design services; engineering and design services for building and property condition assessment, facility management, repair and restoration, building instrumentation and monitoring, safety and security, surveying, and environmental consulting; engineering and design for others of plumbing, heating, ventilation, air conditioning, mechanical and electrical systems; design for others of turf systems for sports facilities; design for others of lighting systems; architectural design of facilities in the fields of government buildings, sports facilities, exhibition halls and exhibition arenas, event halls and event spaces, convention centers, educational buildings, and mixed-use buildings; architectural planning layout design, and consulting services related thereto in the field of national and international exhibitions, festivals, celebrations, and large-scale gatherings; interior design services in the nature of space planning and space needs analysis; Planning and layout design for the interior space of government buildings, sports facilities, exhibition halls and exhibition arenas, event halls and event spaces, convention centers, educational buildings, mixed-use buildings, commercial buildings	77/684,425 03/05/2009