

**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>
Successories, LLC		05/27/2009	LIMITED LIABILITY COMPANY: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Successories.com, LLC		
<b>Street Address:</b>	1040 Holland Drive		
<b>City:</b>	Boca Raton		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33487		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: FLORIDA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2404692	FOLLOW YOUR DREAMS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(954)924-0717		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	954 924 0707		
<b>Email:</b>	trademark@patentmiami.com		
<b>Correspondent Name:</b>	Robert M. Schwartz, Esq.		
<b>Address Line 1:</b>	P.O. Box 221470		
<b>Address Line 4:</b>	Hollywood, FLORIDA 33022		
<b>ATTORNEY DOCKET NUMBER:</b>	SU794/ASMTS/FOLLOW YOUR D		
<b>NAME OF SUBMITTER:</b>	Robert M. Schwartz		
<b>Signature:</b>	/robert m schwartz/		
<b>Date:</b>	06/26/2009		

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Total Attachments: 1  
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**ASSIGNMENT OF TRADEMARK**

WHEREAS, SUCCESSORIES, LLC, an Illinois Limited Liability Company, with its principal place of business located at 485 Half Day Road, Suite 200, Buffalo Grove, IL 60089 has adopted, used, is using the below designated "trademark" and is the owner of the trademark registration in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
<b>FOLLOW YOUR DREAMS</b>	<b>2,404,692</b>	<b>November 14, 2000</b>

WHEREAS, SUCCESSORIES.COM, LLC, a Florida Limited Liability Company, with its principal place of business located at 1040 Holland Drive, Boca Raton, Florida 33487 is desirous of acquiring all rights to the trademark, the trademark registration and any registrations resulting therefrom.

NOW, THEREFORE, in consideration of \$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, SUCCESSORIES, LLC hereby assigns, conveys and transfers to SUCCESSORIES.COM, LLC the entire right, title, and interest in and to said trademark and registration, including without limitation, all common law rights to the trademark, all worldwide rights to the trademark, and any and all United States or foreign registrations resulting therefrom, and all the goodwill of the business connected with the use of and symbolized by said trademark.

Signed at Buffalo Grove (City), Illinois (State or Country) as of this 27<sup>th</sup> day of May, 2009.

SUCCESSORIES, LLC

By: \_\_\_\_\_

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