

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		CHANGE OF NAME	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lindsay, Stone & Briggs Advertising, Inc.		03/01/2001	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Lindsay, Stone & Briggs, Inc.		
Street Address:	100 State Street		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53703		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75468866	BRAND GENETICS	
CORRESPONDENCE DATA			
Fax Number:	(414)277-0656		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	414-271-6560		
Email:	madipdocket@michaelbest.com		
Correspondent Name:	Michael Best & Friedrich LLP		
Address Line 1:	100 East Wisconsin Avenue		
Address Line 2:	Suite 3300		
Address Line 4:	Milwaukee, WISCONSIN 53202-4108		
ATTORNEY DOCKET NUMBER:	021615-9004 US00		
NAME OF SUBMITTER:	Jeffrey D. Peterson		
Signature:	/jeffrey d peterson/		

OP \$40.00 75468866

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**TRADEMARK
 REEL: 004157 FRAME: 0158**

Date:

02/26/2010

Total Attachments: 1

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NO DOCUMENTATION REQUIRED
FOR TRADEMARK CHANGE OF NAME