

**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>
SD IP Holdings Company		03/01/2010	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Elations Company LLC		
<b>Street Address:</b>	4747 Lake Forest Drive		
<b>City:</b>	Cincinnati		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45242		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77240067	ELATIONS	
<b>Registration Number:</b>	3401565		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(614)464-1737		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	614-559-7233		
<b>Email:</b>	nhudson@fbtlaw.com		
<b>Correspondent Name:</b>	Nicolette R. Hudson		
<b>Address Line 1:</b>	10 W. Broad Street		
<b>Address Line 2:</b>	Suite 2300		
<b>Address Line 4:</b>	Columbus, OHIO 43215		
<b>NAME OF SUBMITTER:</b>	Nicolette R. Hudson		
<b>Signature:</b>	/nicolette r hudson/		
<b>Date:</b>	03/02/2010		

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Total Attachments: 2

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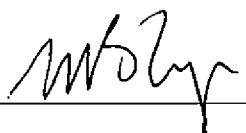
**ASSIGNMENT OF TRADEMARKS**

WHEREAS, SD IP Holdings Company (hereinafter "Assignor"), a Delaware corporation having offices at 4747 Lake Forest Drive, Cincinnati, Ohio, 45242 is the sole owner of the entire right, title and interest in and to trademarks on the attached "Schedule A" (hereinafter the "Marks"); and

WHEREAS, The Elations Company LLC (hereinafter "Assignee"), a Delaware limited liability company having offices at 4747 Lake Forest Drive, Cincinnati, Ohio, 45242, is desirous of acquiring the entire right, title and interest in and to the Marks, together with the goodwill of the business in connection with which the Marks are used;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign until said Assignee all of Assignor's right, title and interest in and to the Marks, together with the goodwill of the business symbolized by said Marks.

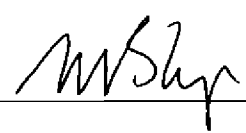
SD IP Holdings Company

By: 

Name: WILLIAM B. CYR

Title: PRES. + CEO

The Elations Company LLC

By: 

Name: WILLIAM B. CYR

Title: PRES. + CEO

## Schedule A

### United States

1. ELATIONS and DESIGN, Application No. 77/240,067, dated July 26, 2007.
2. DESIGN Mark (Human Figure Design), Registration No. 3,401,565, dated March 25, 2008.

### Canadian

1. ELATIONS and DESIGN, Application No. 1,380,516, dated January 17, 2008.
2. DESIGN Mark (Human Figure Design), Application No. 1,380,515, dated January 17, 2008.

### Mexico

1. ELATIONS and DESIGN, Registration No. 1072128, dated November 14, 2008.
2. DESIGN Mark (Human Figure Design), Registration No.1091762, dated March 25, 2009.

### European Community Registrations

1. ELATIONS and DESIGN, Registration No. 006604573, dated January 20, 2009.
2. DESIGN Mark (Human Figure Design), Registration No. 006604649, dated January 21, 2009.