

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
Edward J. Cunneen		01/25/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	General Marketing Capital, Inc.		
Street Address:	18460 Gothard Street		
City:	Huntington Beach		
State/Country:	CALIFORNIA		
Postal Code:	92648-1229		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3083835	SYC	
CORRESPONDENCE DATA			
Fax Number:	(949)450-1764		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-450-1750		
Email:	rbuyan@patlawyers.com		
Correspondent Name:	Robert D. Buyan, STOUT, UXA, BUYAN & MUL		
Address Line 1:	4 Venture, Suite 300		
Address Line 4:	Irvine, CALIFORNIA 92618		
ATTORNEY DOCKET NUMBER:	GMCIN-007T		
NAME OF SUBMITTER:	Robert D. Buyan		
Signature:	/Robert D. Buyan/		
Date:	03/03/2010		

CH \$40.00 3083835

Total Attachments: 3

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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Edward J. Cunneen

- Individual(s) Association
 General Partnership Limited Partnership
 Corporation- State: _____
 Other _____

Citizenship (see guidelines) US

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: General Marketing Capital, Inc.

Internal

Address: _____

Street Address: 18460 Gothard Street

City: Huntington Beach

State: CA

Country: USA Zip: 92648-1229

- Association Citizenship _____
 General Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation Citizenship California
 Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) January 25, 2010

- Assignment Merger
 Security Agreement Change of Name
 Other _____

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

3083835

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

SYC + Design (United States Trademark Registration No. 3083835)

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Robert D. Buyan

Internal Address: STOUT, UXA, BUYAN & MULLINS, LLP

Street Address: 4 Venture, Suite 300

City: Irvine

State: CA Zip: 92618

Phone Number: (949)450-1750

Fax Number: (949) 450-1764

Email Address: _____

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged to deposit account
 Enclosed

8. Payment Information:

Deposit Account Number 50-0878

Authorized User Name Robert D. Buyan

9. Signature:

/Robert D. Buyan/
Signature

March 3, 2010
Date

Robert D. Buyan
Name of Person Signing

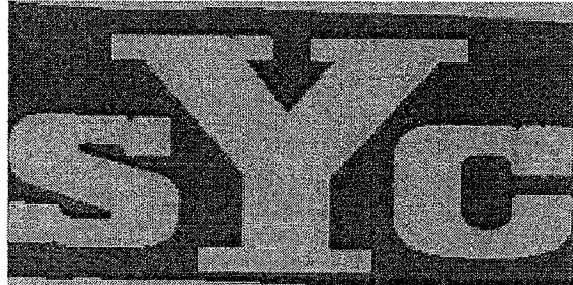
Total number of pages including cover sheet, attachments, and document: 3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

EXHIBIT B

TRADEMARK ASSIGNMENT

WHEREAS, Edward J. Cunneen, an individual having a prior address of Post Office Box 1036 Lombard Illinois 60148 and a current address of 143 W. View St. Lombard, IL 60148 (“Cunneen”) has adopted, used, and is using the following trademark (referred to below as the “Trademark”):



WHEREAS, Cunneen is the owner of United States Trademark Registration No. 3,083,835 for the Trademark for “vinyl decals”;

WHEREAS, General Marketing Capital, Inc., a corporation, having an address of 18460 Gothard Street, Huntington Beach, CA 92648-1229 (“GMCI”), is desirous of acquiring ownership of all right, title and interest owned by Cunneen in and to the Trademark, including United States Trademark Registration 3,083,835, together with the goodwill of the business symbolized thereby and all rights associated therewith, including all foreign rights of priority stemming therefrom and a any and all rights and causes of action that exist in relation thereto, including any and all rights to sue for and collect damages for past infringement thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Cunneen has assigned and does hereby assign to GMCI, all of his right, title and interest in and to the Trademark including United States Trademark Registration 3,083,835, together with the goodwill of the business symbolized thereby and

all rights associated therewith, including all foreign rights of priority stemming therefrom and a any and all rights and causes of action that exist in relation thereto, including any and all rights to sue for and collect damages for past infringement thereof.

IN TESTIMONY WHEREOF, Cunneen hereunto sets its hand and seals this 25 day of January, 2010.

Edward J. Cunneen
Edward J. Cunneen

State of Illinois)
) ss.:
County of DePage)

On this 25 day of January, 2010, before me, John F. Ormsby, a Notary Public in and for the State and County aforesaid, personally appeared Edward J. Cunneen, personally known to me, or proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument and acknowledged the same to be his/her/their free act and deed.

SEAL:

John F. Ormsby

Notary Public

