

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
Mayer Asset Management Company		03/01/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Mayer Electric Supply Company, Inc.
Street Address:	P.O. Box 1328
City:	Birmingham
State/Country:	ALABAMA
Postal Code:	35201
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	3653739	M MAYER ELECTRIC SUPPLY
Registration Number:	3653738	MAYER ELECTRIC SUPPLY
Registration Number:	3111035	MADDUX SUPPLY COMPANY
Registration Number:	3111034	MADDUX SUPPLY COMPANY ELECTRICAL AND MECHANICAL SUPPLIES
Registration Number:	3131734	MADDUX SUPPLY COMPANY
Registration Number:	2247314	MAYER ELECTRIC SUPPLY
Registration Number:	2218611	FIRST CHOICE

CORRESPONDENCE DATA

Fax Number: (205)930-5101
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 205.930.5282
 Email: tbush@sirate.com, tmcclain@sirate.com
 Correspondent Name: Timothy A. Bush
 Address Line 1: 2311 Highland Ave. S.

CH \$190.00 3653739

Address Line 4: Birmingham, ALABAMA 35205

ATTORNEY DOCKET NUMBER: 37717-1

NAME OF SUBMITTER: Timothy A. Bush

Signature: /tab/

Date: 03/22/2010

Total Attachments: 3

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ASSIGNMENT OF INTELLECTUAL PROPERTY

Whereas, Mayer Asset Management Company, a Delaware corporation (hereinafter referred to as "Assignor"), is the owner of the common law and statutory rights to the trademarks listed in Exhibit "A" attached hereto and incorporated herein by reference, including the federal registrations thereof (registration numbers 3653739, 3653738, 3111035, 3111034, 3131734, 2247314, and 2218611) (hereinafter collectively referred to as "the Trademarks");

Whereas, Mayer Electric Supply Company, Inc., a Delaware corporation (hereinafter referred to as "the Assignee"), is desirous of acquiring the entire interest of Assignor in and to the Trademarks;

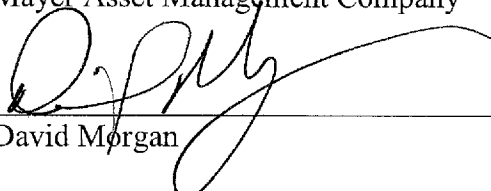
Now, therefore, for one hundred dollars (\$100) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, convey and transfer to Assignee all of Assignor's right, title and interest in and to the Trademarks, including all common law and statutory rights and all rights in United States Patent and Trademark Office Registration Nos. 3653739, 3653738, 3111035, 3111034, 3131734, 2247314, and 2218611, together with the goodwill of the business symbolized by the Trademarks and common law rights thereto, the same to be held and enjoyed by Assignee, for its own use and benefit and that of its assigns and legal representatives, together with all claims for damages by reason of past infringement, with the right to sue for and collect the same for their own use and for the use of their successors, assigns or other legal representatives.

Assignor represents and warrants to Assignee that it has full right, power and authority to make this assignment to Assignee in the manner set forth above, and that Assignor is transferring to Assignee good and marketable title to the Trademarks, free and clear of all liens, security interests, claims, interests, options, encumbrances, or indebtedness of any kind.

Assignor does hereby covenant and agree to execute and deliver such other and further instruments and take such other and further actions as may be necessary or appropriate to transfer to Assignee any and all interest in and to the Trademarks.

Mayer Asset Management Company

By:



David Morgan
Its Vice President

3/1/2010

Date

EXHIBIT A

Mark

Registration No.



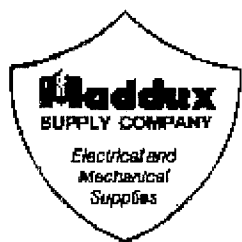
3653739

MAYER ELECTRIC SUPPLY

3653738



3111035



3111034

MADDUX SUPPLY COMPANY

3131734



2247314



2218611