

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
Pride Container Corporation		05/04/2010	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	The Strive Group, LLC		
Street Address:	4545 W. Palmer St.		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60639		
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2919283	THE STRIVE GROUP	
CORRESPONDENCE DATA			
Fax Number:	(312)460-7000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3124605000		
Email:	chiipdocket@seyfarth.com		
Correspondent Name:	Julia K. Sutherland		
Address Line 1:	131 South Dearborn St., Suite 2400		
Address Line 4:	Chicago, ILLINOIS 60603-5577		
ATTORNEY DOCKET NUMBER:	39214-000050		
NAME OF SUBMITTER:	Julia K. Sutherland		
Signature:	/Julia K. Sutherland/		
Date:	05/04/2010		

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Total Attachments: 1
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ASSIGNMENT

THIS ASSIGNMENT (the "Assignment") is made and entered into as of this 4th day of May, 2010 (the "Effective Date") by and between Pride Container Corporation, an Illinois corporation, having an address of 4545 W. Palmer Street, Chicago, Illinois, 60639 ("Assignor"), and The Strive Group, LLC, an Illinois limited liability company, having an address of 4545 West Palmer, Chicago, Illinois 60639 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest to the mark THE STRIVE GROUP (the "Mark") and all goodwill associated therewith;

WHEREAS, Assignor is the owner of record of the U.S. Registration No. 2,919,283 for the Mark (the "Trademark Registration"); and

WHEREAS, Assignee desires to acquire the Mark, all goodwill associated therewith, and the Trademark Registration.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns, transfers and sets over to Assignee, the entire right, title, and interest in and to the Mark, the Trademark Registration, and all of the goodwill associated with the Mark.

PRIDE CONTAINER CORPORATION
("ASSIGNOR")

THE STRIVE GROUP, LLC
("ASSIGNEE")

By: 
Its: Jeffrey T. McReynolds
Chief Financial Officer

By: 
Its: Jeffrey T. McReynolds
Chief Financial Officer

Date: 5/04/10

Date: 5/04/10