

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
Larry Miller		07/12/2006	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Trax-IP, LLC		
Street Address:	7077 E. Marilyn Road		
Internal Address:	Bldgs 1 and 2		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85254		
Entity Type:	LIMITED LIABILITY COMPANY: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2857138	SMARTSTORE	
CORRESPONDENCE DATA			
Fax Number:	(866)642-6260		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	jbrownell@jeffreyneu.com		
Correspondent Name:	Jeffrey C. Neu		
Address Line 1:	318 Newman Springs Road		
Address Line 4:	Red Bank, NEW JERSEY 07701		
ATTORNEY DOCKET NUMBER:	ASSIGNMENT-SMARTSTORE		
NAME OF SUBMITTER:	Jessamyn Brownell		
Signature:	/jessamyn brownell/		
Date:	06/17/2010		

OP \$40.00 2857138

Total Attachments: 3

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ASSIGNMENT OF TRADE-MARKS

WHEREAS, Larry Miller, residing at 10887 E. Gold Dust Avenue, Scottsdale, AZ 85259, USA (the "Assignor"), is the owner of the trade-marks applied for or registered in the United States under the numbers indicated in the schedule annexed hereto (the "Trade-marks");

AND WHEREAS the assignment of trade-marks between Larry Miller and Miller IP, LLC dated November 12, 2002 and recorded with the United States Trade-marks Office on February 28, 2003 was an error;

AND WHEREAS the subsequent assignment of trade-marks between Trax Retail Solutions and Trax IP, LLC dated January 30, 2004 and recorded with the United States Trade-marks Office on January 30, 2004 is void;

AND WHEREAS, Trax-IP, LLC, the full post office address of whose principal office or place of business is 7077 E. Marilyn Road, Bldgs 1 and 2, Scottsdale, AZ 85254, USA (the "Assignee"), is desirous of acquiring from the Assignor the whole right, title and interest in and to the Trade-marks together with the goodwill of the business carried on in association with the Trade-marks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by the parties hereto, the Assignor confirms that the Assignor has sold, assigned and transferred and by these presents does sell, assign and transfer unto the Assignee, its successors and assigns, all of the Assignor's right, title and interest in and to the Trade-marks and the goodwill of the business carried on in association with the Trade-marks, together with the right to take action and recover damages in respect of any passing off, infringement or other violation of trade-mark rights that took place prior to the date of this Agreement.

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EXECUTED in Arizona this 12th day of July, 2006.

Larry Miller

LARRY MILLER

EXECUTED in Arizona this 12th day of July, 2006.

TRAX-IP, LLC

By:

Larry Q. Miller

Name: LARRY MILLER

Title: PRESIDENT
MANAGER

SCHEDULE

Trade-mark	Registration No.
SMARTSTORE	2,857,138
TRAXSMART	2,602,380