

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
Sima Products Corporation		05/12/2010	CORPORATION: ILLINOIS

RECEIVING PARTY DATA

Name:	Sima Technologies LLC
Street Address:	125 Commerce Drive
City:	Hauppauge
State/Country:	NEW YORK
Postal Code:	11788
Entity Type:	LLC: NEW YORK

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Serial Number:	77122094	EXTENHD BEYOND HD
Registration Number:	1178899	SIMA
Registration Number:	2578447	SIMA
Registration Number:	3527507	SIMA
Registration Number:	3614862	SIMA
Registration Number:	3196493	HITCH
Registration Number:	3481418	EXTENHD BEYOND HD
Registration Number:	3387649	OUTLET DUDE THE DUDE HAS YOUR HOOKUP
Registration Number:	3282227	OUTLET DUDE
Registration Number:	3188547	HOOK UP. PLAY SAFE.
Registration Number:	2990147	GODVD!
Registration Number:	2972416	COPYTHIS!
Registration Number:	2520964	C-PIX
Registration Number:	1130881	SPORTS POUCH

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900165823

**TRADEMARK
 REEL: 004234 FRAME: 0007**

Registration Number:	1060663	CAP KEEPER
Registration Number:	1157045	FILMSHIELD
Registration Number:	0995264	FILMSHIELD

CORRESPONDENCE DATA

Fax Number: (516)496-3869
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 516 496-3868
Email: john@tb-iplaw.com
Correspondent Name: TUTUNJIAN & BITETTO, P.C.
Address Line 1: 20 Crossways Park North
Address Line 2: Suite 210
Address Line 4: Woodbury, NEW YORK 11797

ATTORNEY DOCKET NUMBER:	589-0
NAME OF SUBMITTER:	John G. Tutunjian
Signature:	/John G. Tutunjian/
Date:	06/29/2010

Total Attachments: 5
source=589-0_TrademarkAssignment_6-29-10#page1.tif
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TRADEMARK ASSIGNMENT

WHEREAS, Sima Products Corporation, (the "ASSIGNOR"), a corporation organized and existing under the laws the State of Illinois, and having a business address of 140 Pennsylvania Avenue, Oakmont, PA 15139, owns and uses the following registered trademarks (hereinafter "MARKS") and U.S. Trademark Registration applications for registration (hereinafter "APPLICATIONS"):

<u>MARK(S)</u>	<u>Serial No.</u>	<u>Registration No.</u>
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SEE ATTACHED SCHEDULE

WHEREAS, Sima Technologies LLC, a limited liability organized and existing under the laws of New York, and having a business address of 125 Commerce Drive, Hauppauge, NY, desires to acquire the MARKS and the APPLICATIONS for registration, and past common law causes of action thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all rights, title and interest in and to the MARKS, and the APPLICATIONS for registration, together with the goodwill of the business connected with the MARKS and APPLICATIONS for registration, and symbolized by the MARKS and the APPLICATIONS for registration.

SIMA Trademark Schedule

<u>Mark</u>	<u>Serial No.</u>	<u>Registration No.</u>	<u>Registration Date</u>	<u>Status</u>
SIMA	73/209,363	1178899	11/24/1981	Registered
SIMA	76/299,986	2578447	6/11/2002	Registered
SIMA	77/475,538	3527507	11/4/2008	Registered
SIMA	77/438,847	3614862	5/5/2009	Registered
HITCH	78/822,750	3196493	1/9/2007	Registered
EXTENDHD BEYOND HD	77/122,103	3481418	8/5/2008	Registered
OUTLET DUDE THE DUDE HAS ...	77/062,615	3387649	2/26/2008	Registered
OUTLET DUDE	77/062,607	3282227	8/21/2007	Registered
HOOK UP. PLAY SAFE	76/644,772	3188547	12/26/2006	Registered
GODVD!	76/570,500	2990147	8/30/2005	Registered
COPYTHIS!	76/566,514	2972416	7/19/2005	Registered
C-PIX	75/852,768	2520964	12/18/2001	Registered
SPORTS POUCH	73/148,906	1130881	2/12/1980	Registered
CAPKEEPER	73/073,548	1060663	3/8/1977	Registered
EXTENDHD BEYOND HD	77/122,094			SUSPENDED
FILMSHILED	73/106,391	1157045	6/9/1981	Registered
FILMSHIELD (+ Design)	72/452,954	995264	10/8/1974	Registered