

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Illinois Department of Commerce and Economic Opportunity		06/30/2010	STATE AGENCY: ILLINOIS
RECEIVING PARTY DATA			
Name:	The Greater North Michigan Avenue Association		
Street Address:	625 North Michigan Avenue		
Internal Address:	Suite 401		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60611		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3806366	CHICAGO ILLINOIS SIMPLY MAGNIFICENT	
CORRESPONDENCE DATA			
Fax Number:	(312)803-9602		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-698-8971		
Email:	docket@tolpinlaw.com		
Correspondent Name:	Brett M. Tolpin		
Address Line 1:	11 S. LaSalle Street		
Address Line 2:	Suite 2900		
Address Line 4:	Chicago, ILLINOIS 60603		
ATTORNEY DOCKET NUMBER:	GNMAA-21		
NAME OF SUBMITTER:	Brett M. Tolpin		
Signature:	/BMT/		

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REEL: 004240 FRAME: 0201

Date:

07/12/2010

Total Attachments: 1

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WHEREAS, the Illinois Department of Commerce and Economic Opportunity ("DCEO"), a department of state government (20 ILCS 5/5-15) having a place of business at 100 West Randolph Street, Chicago, Illinois 60611 (hereinafter referred to as the Assignor), warrants that it is the owner of the following:

U.S. Trademark Registration No. 3,806,366 for CHICAGO ILLINOIS SIMPLY MAGNIFICENT logo and design in class 35

WHEREAS, The Greater North Michigan Avenue Association, an Illinois not-for-profit Corporation having its principal place of business at 625 North Michigan Avenue, Suite 401, Chicago, Illinois 60611 (hereinafter referred to as the Assignee), is desirous of acquiring all rights, title, and interest in and to said U.S. Trademark Registration, including all common law rights (together, the "IP").

WHEREAS, in consideration for this assignment are those terms in the Trademark License Agreement dated February 8, 2010, and now therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor, hereby sells, assigns, and transfers unto Assignee all rights, title, and interest in and to said IP, together with the goodwill of the business symbolized by the above-identified trademark registrations and the business associated therewith.

June 30, _____, 2010

By: Warren Ribley
Warren Ribley
Director
Illinois Department of Commerce and
Economic Opportunity