

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | CHANGE OF NAME | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| In The Swim Corporation | | 07/26/2010 | CORPORATION: ILLINOIS |
| RECEIVING PARTY DATA | | | |
| Name: | Cortz, Inc. | | |
| Doing Business As: | DBA In The Swim | | |
| Street Address: | 320 Industrial Drive | | |
| City: | West Chicago | | |
| State/Country: | ILLINOIS | | |
| Postal Code: | 60185 | | |
| Entity Type: | CORPORATION: ILLINOIS | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2956270 | AMERICA'S #1 DIRECT SOURCE FOR POOL SUPPLIES | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (312)288-0121 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 3122880111 | | |
| Email: | garfield@garfield-merel.com | | |
| Correspondent Name: | alan H. Garfield | | |
| Address Line 1: | 2 Prudential Plaza, 180 N. Stetson | | |
| Address Line 2: | Suite 1300 | | |
| Address Line 4: | Chicago, ILLINOIS 60601 | | |
| ATTORNEY DOCKET NUMBER: | ITS - ASS OF AMERICAS #1 | | |
| NAME OF SUBMITTER: | Alan H. Garfield attorney Illinois | | |
| Signature: | /Alan H. Garfield/ | | |

OP \$40.00 2956270

Date:

07/26/2010

Total Attachments: 0

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