

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
The Hiller Group Incorporated		07/15/2010	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	North Shore Holdings, LLC		
Street Address:	5321 Memorial Highway		
City:	Tampa		
State/Country:	FLORIDA		
Postal Code:	33634		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2753200	TOTALGA	
Registration Number:	2753263	TOTALGA	
Registration Number:	3737795	FLY BUYS	
CORRESPONDENCE DATA			
Fax Number:	(813)254-5400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	813.254.5100		
Email:	dan@frijouf.com		
Correspondent Name:	Daniel R. Frijouf		
Address Line 1:	201 East Davis Blvd		
Address Line 4:	Tampa, FLORIDA 33606		
ATTORNEY DOCKET NUMBER:	2010-0144		
NAME OF SUBMITTER:	Daniel R. Frijouf		
Signature:	/DRF/		

OP \$90.00 2753200

Date:

07/27/2010

Total Attachments: 1

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IN THE UNITED STATES TRADEMARK OFFICE

Mark: TOTALGA
Registration No.: 2753200
Registered: August 19, 2003
Mark: TOTALGA
Registration No.: 2753263
Registered: August 19, 2003
Mark: FLY BUYS
Registration No.: 3737795
Registered: January 12, 2010

ASSIGNMENT OF MARKS AND FEDERAL REGISTRATIONS

WHEREAS, The Hiller Group Incorporated of 5321 Memorial Highway., Tampa, Florida 33634 (hereinafter assignor), has adopted, used and is using the above-referenced marks, and is the owner of the above identified United States Trademark Registrations; and

WHEREAS, North Shore Holdings, LLC of 5321 Memorial Highway., Tampa, Florida 33634 (hereinafter assignee) is desirous of acquiring said marks and said Registrations therefore;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, assignor does hereby assign unto assignee all right, title and interest in and to said marks, together with the good will of the business symbolized by said marks, and the above-identified registrations therefore.

The assignor declares that assignor is authorized to execute this Assignment and to sell, assign, and transfer unto assignee, the interest set forth above.

The assignor, hereby declares that all statements made herein on the own knowledge of assignor are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statement may jeopardize the validity of the Registrations.

The Hiller Group Incorporated

By: [Signature]
Name: Sarah L. Hathaway
Title: V.P.
Date: 7-15-2010

North Shore Holdings, LLC

By: [Signature]
Name: Sarah L. Hathaway
Title: V. P.
Date: 7-15-2010