

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
Industry Concept Holdings, Inc.		11/02/2010	CORPORATION: COLORADO
RECEIVING PARTY DATA			
Name:	Primp Inc.		
Street Address:	8400 East Prentice Avenue		
Internal Address:	#1500		
City:	Greenwood Village		
State/Country:	COLORADO		
Postal Code:	80111		
Entity Type:	CORPORATION: COLORADO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3264267	PRIMP	
CORRESPONDENCE DATA			
Fax Number:	(303)623-9129		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	303-623-9133		
Email:	ldarling@dmsl-law.com		
Correspondent Name:	Lee J. Darling		
Address Line 1:	1331 17th Street		
Address Line 2:	Suite 800		
Address Line 4:	Denver, COLORADO 80202		
ATTORNEY DOCKET NUMBER:	2069.01		
NAME OF SUBMITTER:	Lee J. Darling		
Signature:	/Lee J. Darling/		

OP \$40.00 3264267

900180828

**TRADEMARK
 REEL: 004449 FRAME: 0132**

Date:

01/07/2011

Total Attachments: 2

source=Cover Sheet (Primp Assign #2)#page1.tif

source=Primp Assign #2 (Signed)#page1.tif

ASSIGNMENT


WHEREAS Industry Concept Holdings, Inc., a Colorado corporation, of 8400 East Prentice Avenue, #1500, Greenwood Village, CO 80111, has adopted, used and is using a mark which is registered in the United States Patent and Trademark Office, Registration No. 3264267, dated July 17, 2007; and

WHEREAS, Primp Inc., a Colorado corporation, of 8400 East Prentice Avenue, #1500, Greenwood Village, CO 80111, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Industry Concept Holdings, Inc. does hereby assign unto the said Primp Inc. all right, title and interest in and to the PRIMP® mark, together with the goodwill of the business symbolized by the mark, and the above identified registration thereof.

This Assignment shall be effective as of November 2, 2010.

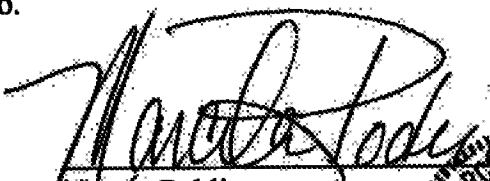
Industry Concept Holdings, Inc., a Colorado corporation

By: 
Matthew Milonas, President

STATE OF Colorado)
COUNTY OF Denver) ss.

On this 2 day of November, 2010, before me appeared Matthew Milonas, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation with authority to do so.

WITNESS my hand and official seal.


Notary Public

My commission expires: 7/24/11

