

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Ace World Wide Moving & Storage Co., Inc.		01/13/2011	CORPORATION: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Associated Bank, N.A.		
<b>Street Address:</b>	330 E Kilbourn Ave		
<b>Internal Address:</b>	Ste 200		
<b>City:</b>	Milwaukee		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53202		
<b>Entity Type:</b>	National Banking Association: UNITED STATES		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76254047	ACE WORLD WIDE MOVING & STORAGE	
<b>Serial Number:</b>	76190078	ACE WORLD WIDE MOVING & STORAGE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(414)223-5000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	414-273-2100		
<b>Email:</b>	ptomailbox@whdlaw.com		
<b>Correspondent Name:</b>	Whyte Hirschboeck Dudek S.C.		
<b>Address Line 1:</b>	555 E Wells St, Ste 1900		
<b>Address Line 2:</b>	Attn: Suzanne Plagemann		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>ATTORNEY DOCKET NUMBER:</b>	17842-0049,SXP-ASSOCIATED		
<b>NAME OF SUBMITTER:</b>	Suzanne Plagemann		

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**TRADEMARK**  
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Signature:	/Suzanne Plagemann/
Date:	01/19/2011
Total Attachments: 3 source=Associated Bank - Ace Security Interest#page1.tif source=Associated Bank - Ace Security Interest#page2.tif source=Associated Bank - Ace Security Interest#page3.tif	

## NOTICE OF SECURITY INTEREST IN TRADEMARKS

THIS NOTICE OF SECURITY INTEREST IN TRADEMARKS is made by and between Ace World Wide Moving & Storage Co., Inc., a Wisconsin corporation (the "Borrower"), and Associated Bank, N.A. (the "Bank").

The parties acknowledge the following:

A. The Borrower, Ace World Wide Holdings, Inc., Ace-ICS Logistics, Inc., Ace World-Wide Moving & Storage Co., Inc., Ace World Wide Moving, Inc., American Moving and Storage, Inc., Bloomington Moving, Inc., Ace World Wide Moving & Storage Co., National Sunshine Moving and Storage, Inc., Ace World Wide Air Freight Co., Inc., Ace Corporate Support, Inc., and Ace Relocation Services Joint Venture have executed a Security Agreement dated the date hereof in favor of the Bank, as it may be amended from time to time (the "Security Agreement");

B. The Borrower has adopted, used and is using its trademarks (or service marks) listed on Exhibit A attached hereto (the "Trademarks"), which Trademarks are registered with or pending before the United States Patent and Trademark Office;

C. The Borrower has granted to the Bank a security interest in the Trademarks and the goodwill of the Borrower's businesses connected with and symbolized by the Trademarks on the terms and conditions set forth in the Security Agreement;

D. Pursuant to the Security Agreement, the Borrower has granted to the Bank a security interest in and to all of the Trademarks, all other trademarks and service marks, applications therefore and associated goodwill therein, now owned or from time to time after the date hereof owned or acquired by the Borrower, including, without limitation, the Trademarks, and in and to all proceeds and benefits thereof;

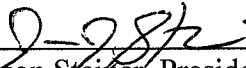
E. There are no liens or security interests on the Trademarks other than the interests of the Bank; and

F. Capitalized terms not defined herein shall have their meaning as set forth in the Security Agreement.

[Signature Page Follows]

Dated as of January 13, 2011.

**ACE WORLD WIDE MOVING & STORAGE  
CO., INC.**

By:   
Jason Steiner, President

**ASSOCIATED BANK, N.A.**

By:   
Kevin Flaherty, Agent

*[Signature Page to Notice of Security Interest in Trademarks]*

**Exhibit A**

<b>SERIAL NUMBER</b>	<b>REG. NUMBER</b>	<b>WORD MARK</b>
76254047	2591242	ACE WORLD WIDE MOVING & STORAGE
76190078	2509978	ACE WORLD WIDE MOVING & STORAGE