

TO:H. DICKSON BURTON COMPANY:230 SOUTH 500 EAST, SUITE 300

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
YOUNG ELECTRIC SIGN COMPANY		01/21/2011	CORPORATION:
RECEIVING PARTY DATA			
Name:	YESCO ADMINISTRATION LLC		
Street Address:	2401 Foothill Drive		
City:	Salt Lake City		
State/Country:	UTAH		
Postal Code:	84109		
Entity Type:	LIMITED LIABILITY COMPANY: STATE OF UTAH		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	1043357	Y	
Registration Number:	1044002	YESCO	
Registration Number:	1045133	YESCO	
Registration Number:	1143780	Y	
Registration Number:	1385182	SIGNS OF SUCCESS	
Registration Number:	1410843	YESCO Y	
Registration Number:	1884972	YESCOZETTE	
Registration Number:	2159679	PRISMVIEW	
Registration Number:	2172858	YOUNG ELECTRIC SIGN COMPANY	
Registration Number:	2275608	PRISM DISPLAY SYSTEMS	
Registration Number:	2897231	A LEGACY OF LIGHT	
Registration Number:	3297608	YESCO ELECTRONICS	
Registration Number:	3428188	YESCO OUTDOOR MEDIA	
Registration Number:	3892444	SMARTSTRIP	

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TO:H. DICKSON BURTON COMPANY:230 SOUTH 500 EAST, SUITE 300

Serial Number:

77755262

WELCOME TO FABULOUS LAS VEGAS NEVADA

CORRESPONDENCE DATA

Fax Number: (801)531-9168

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 801-532-1922

Email: caking@traskbritt.com

Correspondent Name: H. Dickson BURTON

Address Line 1: 230 South 500 East, Suite 300

Address Line 2: P. O. Box 2550

Address Line 4: Salt Lake City, UTAH 84102

ATTORNEY DOCKET NUMBER:

0275-005

NAME OF SUBMITTER:

H. Dickson Burton

Signature:

/H. Dickson BURTON/

Date:

01/24/2011

Total Attachments: 2

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TO: H. DICKSON BURTON COMPANY: 230 SOUTH 500 EAST, SUITE 300

TRADEMARK ASSIGNMENT

YOUNG ELECTRIC SIGN COMPANY, is a Utah corporation having a principal place of business at 2401 Foothill Drive, Salt Lake City, Utah 84109.

YESCO ADMINISTRATION LLC, is a Utah LLC having a principal place of business at 2401 Foothill Drive, Salt Lake City, Utah 84109.

YOUNG ELECTRIC SIGN COMPANY, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, does hereby assign to YESCO ADMINISTRATION LLC, all of its right, title and interest in and to the following U.S. Trademark Registrations and Applications:

REGISTERED U.S. TRADEMARKS

<u>Registration No.</u>	<u>Mark</u>	<u>Date of Registration</u>
1,043,357	Y (design)	July 13, 1976
1,044,002	YESCO	July 20, 1976
1,045,133	YESCO	July 27, 1976
1,143,780	Y (design)	December 16, 1980
1,395,192	SIGNS OF SUCCESS	May 27, 1986
1,410,843	YESCO Y (design)	September 23, 1986
1,884,972	YESCOZETTE	March 21, 1995
2,159,679	PRISMVIEW	May 19, 1998
2,172,958	YOUNG ELECTRIC SIGN COMPANY	July 14, 1998
2,275,608	PRISM DISPLAY SYSTEMS	September 7, 1999
2,897,231	A LEGACY OF LIGHT	October 26, 2004
3,297,606	YESCO ELECTRONICS	September 25, 2007
3,426,166	YESCO OUTDOOR MEDIA	May 13, 2008
3,692,444	SMARTSTRIP	October 6, 2009

TO: H. DICKSON BURTON COMPANY: 230 SOUTH 500 EAST, SUITE 300


PENDING U.S. TRADEMARK APPLICATIONS

<u>Application No.</u>	<u>Mark</u>	<u>Date of Filing</u>
77755,262	WELCOME TO FABULOUS LAS VEGAS NEVADA (design)	June 9, 2009

YOUNG ELECTRIC SIGN COMPANY does hereby warrant and represent that it has not otherwise assigned or granted any license to the trademark rights assigned herewith, that such are free and clear of any liens or encumbrances, and that it has the right to make this Assignment.

THIS ASSIGNMENT is entered into this 21st day of January, 2011.


YOUNG ELECTRIC SIGN COMPANY

By: 
 Paul C. Young
 Executive Vice President

ACKNOWLEDGMENT

STATE OF UTAH)
 : ss.
 COUNTY OF SALT LAKE)

On this 21st day of January, 2011, before me appeared Paul C. Young, who acknowledged to me that he was the Executive Vice President of Young Electric Sign Company, the corporation described in the foregoing instrument, and that he/she executed said instrument on behalf of said corporation with full authority to do so.


 NOTARY PUBLIC
 Residing at: Salt Lake County

My Commission Expires:
May 27, 2012

