

**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
Bearing Headquarters Co.		08/30/2011	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Headco Industries, Inc.		
Street Address:	2601 Parkes Drive		
City:	Broadview		
State/Country:	ILLINOIS		
Postal Code:	60155		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1649793	WE ARE ... THE "SERVICE FIRST" COMPANY	
CORRESPONDENCE DATA			
Fax Number:	(312)609-5005		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-609-7850		
Email:	abufalino@vedderprice.com		
Correspondent Name:	Angelo J. Bufalino		
Address Line 1:	222 N. LaSalle St.		
Address Line 2:	Suite 2400		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	00204.00.0005		
NAME OF SUBMITTER:	Angelo J. Bufalino		
Signature:	/angelo bufalino/		
Date:	08/31/2011		
Total Attachments: 2 source=Service First Trademark 8-31-11#page1.tif source=Service First Trademark 8-31-11#page2.tif			

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TRADEMARK ASSIGNMENT


WHEREAS, Bearing Headquarters Co., an Illinois corporation, located at 2550 South 25th Avenue, Broadview, Illinois 60153, is the owner of the entire right, title and interest in and to the following pending United States Trademark Registration:

U.S. Registration No.	Registration Date	Mark
1,649,793	July 2, 1991	WE ARE...THE "SERVICE FIRST" COMPANY

WHEREAS, Headco Industries, Inc., and Illinois corporation, located at 2601 Parkes Drive, Broadview, Illinois 60155 is desirous of acquiring rights in said mark and said registration;

NOW, THEREFORE, in consideration of and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, in accordance with a separate agreement between the parties said Bearing Headquarters Co. does hereby sell, assign, transfer, and set over unto said Headco Industries, Inc., the entire right, title and interest in and to said mark and said registration, together with the good will of the business symbolized by said mark and said registration and in accordance with which the said mark is used, together with all common law rights of Bearing Headquarters Co., including the right to bring action and recover for past infringement, if any, of said mark.

BEARING HEADQUARTERS CO.

  
By: Rich Harting  
Title: President  
Dated: 8-30-11

STATE OF ILLINOIS )  
COUNTY OF Cook ) SS

I, PATRICIA A. GABEL, a Notary Public in and for the county and state aforesaid, do hereby certify that RICHARD HAETUNG, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that she signed, sealed and delivered the said instrument as her free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this 30<sup>th</sup> day of AUGUST, 2011.

Patricia A. Gabel  
Notary Public

My Commission Expires:

7/10/13

SEAL

