

**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	Entity Type
	LAIRD + PARTNERS LLC		LIMITED LIABILITY COMPANY: DELAWARE
EXECUTION DATE			
		08/31/2011	
RECEIVING PARTY DATA			
Name:	LAIRD + PARTNERS NEW YORK LLC		
Street Address:	475 Tenth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	2857769	LAIRD+PARTNERS
CORRESPONDENCE DATA			
Fax Number:	(312)863-7806		
Phone:	312-863-7198		
Email:	nancy.brougher@goldbergkohn.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Nancy Brougher		
Address Line 1:	Goldberg Kohn Ltd.		
Address Line 2:	55 East Monroe Street, Suite 3300		
Address Line 4:	Chicago, ILLINOIS 60603		
ATTORNEY DOCKET NUMBER:	1989.230		
NAME OF SUBMITTER:	Nancy Brougher		
Signature:	/njb/		
Date:	10/03/2011		
Total Attachments: 1 source=Laird Trademark Assignment#page1.tif			

OP \$40.00 2857769

ASSIGNMENT

WHEREAS, Laird + Partners LLC, a Delaware limited liability company (hereinafter "Assignor"), is the owner of the mark listed below (the "Mark") which is the subject of registration in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
LAIRD+PARTNERS	2857769	June 29, 2004

WHEREAS, Laird + Partners New York LLC, a Delaware limited liability company, located at 475 Tenth Avenue, New York, NY 10018 (hereinafter "Assignee"), is desirous of acquiring said Mark and said registration thereof, and the goodwill of the business in connection therewith.

THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said Mark, together with the goodwill of the business symbolized by the mark, and the registration thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said mark or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of August 31, 2011.

Laird + Partners LLC

By: \_\_\_\_\_

Name: Tracy M Laird  
Title: Chief Executive Officer

Laird + Partners New York LLC

By: \_\_\_\_\_

Name: PAUL J PALY  
Title: CFO