

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Lexicon Marketing, LLC		10/28/2011	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hy Cite Corporation		
<b>Street Address:</b>	333 Holzman Road		
<b>City:</b>	Madison		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53713		
<b>Entity Type:</b>	CORPORATION: WISCONSIN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3592947	OLYMPIA	
Registration Number:	3750194	OLYMPIA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(414)277-0656		
<b>Phone:</b>	414-271-6560		
<b>Email:</b>	madipdocket@michaelbest.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Michael Best & Friedrich LLP		
<b>Address Line 1:</b>	100 East Wisconsin Avenue		
<b>Address Line 2:</b>	Suite 3300		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202-4108		
<b>ATTORNEY DOCKET NUMBER:</b>	047186-9013 US00		
<b>NAME OF SUBMITTER:</b>	Jeffrey D. Peterson		

OP \$65.00 3592947

**900205934**

**TRADEMARK  
 REEL: 004651 FRAME: 0812**

Signature:	/jeffrey d peterson/
Date:	10/31/2011
Total Attachments: 1 source=10392534_ASFILED_Assignment_(OLYMPIA)#page1.tif	

**ASSIGNMENT OF TRADEMARKS**

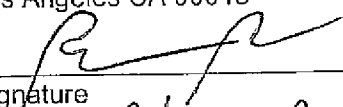
WHEREAS, Lexicon Marketing, LLC, a Delaware limited liability company, having its principal place of business at 6380 Wilshire Boulevard 14th Floor, Los Angeles, CA (hereinafter "Assignor") is the owner of U.S. Trademark Registration No. 3592947 for the mark OLYMPIA, and U.S. Trademark Registration No. 3750194 for the mark OLYMPIA Design (hereinafter "Marks"); and

WHEREAS, Hy Cite Corporation, a Wisconsin corporation having its principal place of business at 333 Holtzman Road, Madison, WI (hereinafter "Assignee") is the Assignee of the Marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said Marks, together with the goodwill of the business symbolized by the Marks, and the rights to sue for past, present and future infringements and to collect proceeds for such infringements of the Marks.

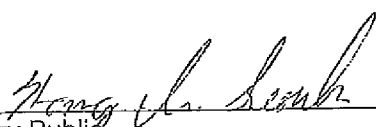
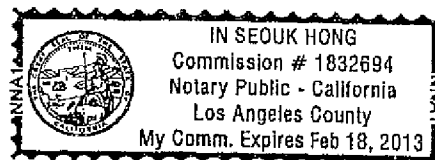
IN WITNESS WHEREOF this Assignment has been duly executed by an authorized officer of Assignor and is effective as of October 28, 2011.

Lexicon Marketing, LLC  
6380 Wilshire Boulevard 14th Floor,  
Los Angeles CA 90048

  
\_\_\_\_\_  
SignatureName: Robert RoTitle: CFO

State of California                    )  
  ) SS  
County of Los Angeles         )

Signed and sworn to before me this 27<sup>th</sup> day of October, 2011.

  
\_\_\_\_\_  
Notary PublicMy Commission Expires: Feb 18<sup>th</sup>, 2013

Document Number: 3273

Version: 2

RECORDED: 10/31/2011

TRADEMARK  
REEL: 004651 FRAME: 0814