

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
Geoffrey H. Smart		11/08/2011	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Bradford D. Smart		
Street Address:	37202 North Black Velvet Lane		
City:	Wadsworth		
State/Country:	ILLINOIS		
Postal Code:	60083		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3161692	TOPGRADING	
Registration Number:	3161693	TOPGRADE	
Registration Number:	3100387	TOPGRADING INTERVIEW	
Registration Number:	3386283	TOPGRADER	
Registration Number:	4020469	TOPGRADED	
Registration Number:	3897280	TOPGRADING SNAPSHOT	
CORRESPONDENCE DATA			
Fax Number:	(312)447-2907		
Email:	tfranke@fitzhewlaw.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:	Tammi Franke		
Address Line 1:	550 W. Van Buren Street STE 1450		
Address Line 4:	Chicago, ILLINOIS 60607		
NAME OF SUBMITTER:	Tammi Franke		

OP \$165.00 3161692

900209083

TRADEMARK
REEL: 004674 FRAME: 0904

Signature:	/tammifranke/
Date:	12/08/2011
Total Attachments: 1 source=Smart assignmentB#page1.tif	

ASSIGNMENT OF REGISTRATION

WHEREAS Geoffrey H. Smart ("Assignor") with an address of _____, is a co-owner of and has adopted, used and is using the following marks, which are registered in the United States Patent and Trademark Office;

List of Marks

<i>MARK</i>	<i>USPTO SERIAL NUMBER</i>	<i>REGISTRATION NUMBER</i>
TOPGRADING	78-583453	3161692
TOPGRADE	78-583457	3161693
TOPGRADING INTERVIEW	78-583466	3100387
TOPGRADER	78-583523	3386283
TOPGRADED	85-081092	4020469
TOPGRADING SNAPSHOT	85-037009	3897280

WHEREAS Bradford D. Smart ("Assignee") with an address of _____ is a co-owner of said marks and is desirous of acquiring Assignor's ownership interest in said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor, does hereby assign to Assignee all of Assignor's right, title and interest in and to the said mark, together with the associated good will of the business symbolized by the mark, and the above identified registration thereof.

Geoffrey H. Smart, Assignor

Date: 11/8/2011

Signature: 