

## 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
Simply Batteries, Inc.		01/12/2012	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Hearing Help Express, Inc.		
Street Address:	105 N. First Street		
City:	DeKalb		
State/Country:	ILLINOIS		
Postal Code:	60115		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2575690	SIMPLY BATTERIES	
CORRESPONDENCE DATA			
Fax Number:	(847)658-1088		
Email:	mperrone@perronepatents.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:	Mathew R. P. Perrone, Jr.		
Address Line 1:	210 S. Main Street		
Address Line 4:	Algonquin, ILLINOIS 60102		
ATTORNEY DOCKET NUMBER:	Y12.0001		
NAME OF SUBMITTER:	Mathew R. P. Perrone, Jr.		
Signature:	/Mathew R. P. Perrone, Jr./		
Date:	01/18/2012		

CH \$40.00 2575690

**Total Attachments: 4**

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source=Recordation Form Cover Sheet#page2.tif

source=Recordation Form Cover Sheet#page3.tif

source=Assignment#page1.tif

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks. Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_
- Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year \_\_\_\_\_
- Merger
- Change of Name
- Other \_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

01-12-12

Name Simply Batteries, Inc.

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Illinois

Receiving Party

Mark if additional names of receiving parties attached

Name Hearing Help Express, Inc.

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 105 N. First Street

Address (line 2) \_\_\_\_\_

Address (line 3) DeKalb Illinois 60115  
City State/Country Zip Code

- Individual  General Partnership  Limited Partnership  if document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation  Association
- Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Illinois

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per cover sheet to be completed, including time for reviewing the document and gathering the data needed to complete the cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (607) 0927, Washington, D.C. 20503. See OMB Information Collection Budget Package 9801-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name: \_\_\_\_\_

Address (line 1): \_\_\_\_\_

Address (line 2): \_\_\_\_\_

Address (line 3): \_\_\_\_\_

Address (line 4): \_\_\_\_\_

**Correspondent Name and Address**

Area Code and Telephone Number

847-658-5140

Name: Mathew R. P. Perrone, Jr.

Address (line 1): 210 S. Main St.

Address (line 2): Algonquin, IL 60102

Address (line 3): \_\_\_\_\_

Address (line 4): \_\_\_\_\_

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

4

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

_____	_____	_____	2,575,690	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

**Number of Properties**

Enter the total number of properties involved.

#

1

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

40.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

16-1975

Authorization to charge additional fees:

Yes

No

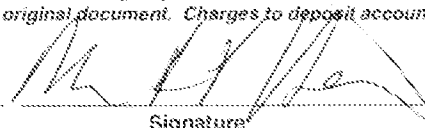
**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Mathew R. P. Perrone, Jr.

Signature

Date Signed

 1/18/12

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name: \_\_\_\_\_

Address (line 1): \_\_\_\_\_

Address (line 2): \_\_\_\_\_

Address (line 3): \_\_\_\_\_

Address (line 4): \_\_\_\_\_

**Correspondent Name and Address**

Area Code and Telephone Number:

847-658-6140

Name: Mathew R. P. Perone, Jr.

Address (line 1): 210 S. Main St.

Address (line 2): Algonquin, IL 60102

Address (line 3): \_\_\_\_\_

Address (line 4): \_\_\_\_\_

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

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Trademark Application Number(s)

Registration Number(s)

_____	_____	_____	2,575,690	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

**Number of Properties**

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#

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**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

40.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

16-1375

Authorization to charge additional fees:

Yes

No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Mathew R. P. Perone, Jr.

Signature

Date Signed

ASSIGNMENT OF TRADEMARK  
REGISTRATION

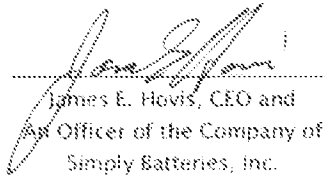
Whereas Simply Batteries, Inc., a corporation of Illinois who is the assignor having a Post Office Address of 105 N. First Street, DeKalb, IL 60115; has adopted and is using a mark for which said assignor has a United States Trademark Registration Number 2,575,690 for SIMPLY BATTERIES, and

Whereas, Hearing Help Express, Inc., a corporation of Illinois whose Post Office Address is 105 N. First Street, DeKalb, IL 60115, is desirous of acquiring an entire right, title and interest in said mark, and

Now, therefore, for consideration of ten (\$10.00) dollars, and other good and valuable consideration, receipt of which is hereby acknowledged, said Simply Batteries, Inc., a corporation of Illinois of 105 N. First Street, DeKalb, IL 60115, does hereby assign unto said Hearing Help Express, Inc., a corporation of Illinois whose Post Office Address is 105 N. First Street, DeKalb, IL 60115 one hundred (100%) percent interest in the right, title and interest in and to said mark, together with the good will of the business symbolized by the mark.

The Commissioner of Patents and Trademarks is requested to issue the one hundred (100%) percent assignment of the registration to said assignee.

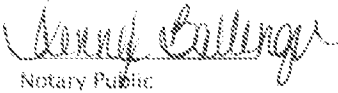
EXECUTED this 12<sup>th</sup> day of Jan, 2012, DeKalb, Illinois, before a Notary Public.

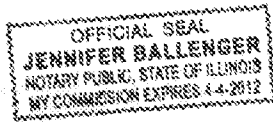
  
James E. Hovis, CEO and  
An Officer of the Company of  
Simply Batteries, Inc.

STATE OF IL )  
 ) SS  
COUNTY OF DeKalb )

Before me personally appeared the said James E. Hovis, CEO and an Officer of the Company of Simply Batteries, Inc. who acknowledged the execution of the foregoing assignment to be his free act and deed this day of Jan 12, 2012.

Subscribed and sworn to before me this  
12 day of Jan, 2012.

  
Notary Public



Prepared by and return to:  
Mathew R. P. Perrone, Jr.  
Attorney For Simply Batteries, Inc.  
210 South Main Street  
Algonquin, Illinois 60102  
Telephone Number (847)658-5140