

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
Joel Berman Associates, Inc.		04/12/2012	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	MechoShade Systems, Inc.		
Street Address:	42-03 35th Street		
City:	Long Island City		
State/Country:	NEW YORK		
Postal Code:	11101		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2349985		
Registration Number:	1127889	ELECTRO SHADE	
Registration Number:	2377220	MECHOSHADE	
Registration Number:	1225177	STRETCHWALL	
CORRESPONDENCE DATA			
Fax Number:	(602)382-6070		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	602-382-6228		
Email:	hsobelman@swlaw.com, landerson@swlaw.com		
Correspondent Name:	Howard Sobelman, Snell & Wilmer L.L.P.		
Address Line 1:	One Arizona Center, 400 E. Van Buren		
Address Line 4:	Phoenix, ARIZONA 85004-2202		
ATTORNEY DOCKET NUMBER:	31949.0001		
NAME OF SUBMITTER:	Howard I. Sobelman		

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TRADEMARK

Signature:	/Howard I. Sobelman/
Date:	04/12/2012
Total Attachments: 2 source=assignment#page1.tif source=assignment#page2.tif	

ASSIGNMENT OF TRADEMARKS

Whereas, Joel Berman Associates, Inc. (Assignor) a New York corporation, having its principal offices at 42-03 35th Street Long Island City, New York 11101, is the owner of the trademarks listed on Schedule A attached hereto;

Whereas, MechoShade Systems, Inc. (Assignee), a New York corporation having its principal place of business at 42-03 35th Street Long Island City, New York 11101, is desirous of acquiring all rights to said trademarks, including all common-law rights thereto;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said trademarks, together with the goodwill of the business symbolized by said trademarks and any applications and registrations thereof, and including all common-law and other rights, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said trademarks and any applications and registrations thereof prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use. Assignor hereby agrees that it will execute any additional documents necessary to complete the recordal of this assignment in any country or jurisdiction where necessary.

The assignment is to a successor which is ongoing and existing and the transfer includes all the business appertaining thereto pursuant to 15 U.S.C. §1060.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of the Assignor and Assignee, does hereby execute this assignment to take effect on the 12 day of APRIL, 2012.

ASSIGNOR


Name: _____

Title: President

SCHEDULE A

<u>Country</u>	<u>Trademark</u>	<u>Reg. No./App. No.</u>
U.S.		2,349,985
U.S.	ELECTRO SHADE	1,127,889
U.S.	MECHOSHADE	2,377,220
U.S.	STRETCHWALL	1,225,177

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