

## 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
Geocel Holdings Corporation		04/27/2012	CORPORATION: INDIANA
RECEIVING PARTY DATA			
Name:	HIP, LLC		
Street Address:	53280 Marina Drive		
City:	Elkhart		
State/Country:	INDIANA		
Postal Code:	46515		
Entity Type:	LIMITED LIABILITY COMPANY: INDIANA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3967417	GEOCEL ROOF PRO	
Registration Number:	4057004	GEOCEL SETTING THE STANDARD	
CORRESPONDENCE DATA			
Fax Number:	312-759-56		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-357-1313		
Email:	melissa.vallone@btlaw.com		
Correspondent Name:	BARNES & THORNBURG		
Address Line 1:	P.O. Box 2786		
Address Line 4:	Chicago, ILLINOIS 60690		
ATTORNEY DOCKET NUMBER:	48309-111659, 111660		
NAME OF SUBMITTER:	Melissa A. Vallone		
Signature:	/Melissa A. Vallone/		

Date:

05/01/2012

Total Attachments: 2

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ASSIGNMENT

For the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Geocel Holdings Corporation ("Assignor") hereby assigns to HIP, LLC, an Indiana limited liability company, Assignor's entire right, title and interest in the trademarks listed on the attached Exhibit A, together with all common law rights related thereto, with the goodwill of the business in which the marks are used or intended to be used, and with all claims for damages by reason of infringement, with the right to sue for and collect the same for its own use and on behalf and for the use of its successors and assigns. This Assignment shall be governed by the United States.

Dated: 27 day of April, 2012.

Geocel Holdings Corporation

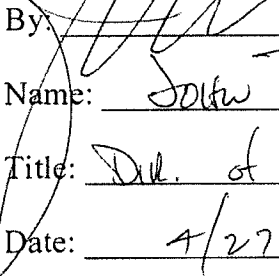
By:   
Name: John Benesick  
Title: Dir. of MKT  
Date: 4/27/12

EXHIBIT A

Application or Registration No.	Registration Date	Mark
3967417	May 24, 2011	GEOCEL ROOF PRO
4057004	November 15, 2011	GEOCEL SETTING THE STANDARD Logo