

## 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
	Eric Zilisch		05/31/2012
	Victoria Zilisch		05/31/2012
RECEIVING PARTY DATA			
Name:	Simply Einstein, LLC		
Doing Business As:	Simply Einstein		
Street Address:	7919 48th Ave.		
City:	Kenosha		
State/Country:	WISCONSIN		
Postal Code:	53142		
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	85572369	SIMPLY EINSTEIN
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	ericzilisch@hotmail.com		
Correspondent Name:	Eric Zilisch		
Address Line 1:	7919 48th Ave.		
Address Line 4:	Kenosha, WISCONSIN 53142		
NAME OF SUBMITTER:	Eric Zilisch		
Signature:	/eric zilisch/		
Date:	05/31/2012		
Total Attachments: 1 source=Simply Einstein - Trademark Assignment#page1.tif			

OP \$40.00 85572369

**TRADEMARK ASSIGNMENT**

**Assignor:** Eric Zilisch, of 7919 48th Ave., Kenosha, WI 53142; Victoria Zilisch, of 7919 48th Ave., Kenosha, WI 53142

**Assignee:** Simply Einstein, LLC, of 7919 48th Ave., Kenosha, WI 53142;

**Trademark**

1. The Assignor is the owner of the following trademark (the "Mark"):

Simply Einstein

2. The Mark (serial number 85572369) is registered at the United States Patent and Trademark Office.

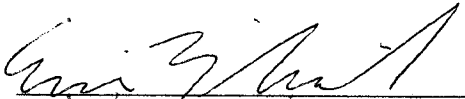
**Assignment**


3. The Assignor, in consideration the Price, the receipt and sufficiency of which is hereby acknowledged, does sell, assign and transfer to the Assignee the Mark, together with that portion of the good will of the business with which the Mark is associated, and all right, title and interest in the Mark, including, but not limited to, the right to register the Mark, to renew registration of the Mark and to license the use of the Mark.
4. The Assignee, in consideration of the Assignor assigning the Mark to the Assignee on the terms in this Agreement, will pay to the Assignor the following amount: \$1 (the "Price").
5. The Price is payable in U.S. dollars and is payable as follows: on the signing of this Agreement.

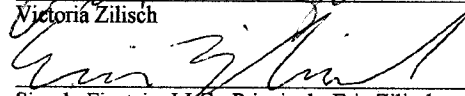
**Representations and Warranties**

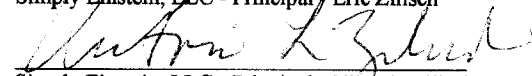
6. The Assignor represents and warrants to the Assignee:
  - a. The Assignor is the exclusive and lawful owner of the Mark, and the Mark does not infringe on the rights of any other person or organization.
  - b. The Mark is free of all security interests.
  - c. The Assignor has not granted any license to use the Mark in any manner whatsoever to any individual, person, organization, association, group or entity.
  - d. The Assignor is not aware of any competing claims to the Mark, and, as far as is known to the Assignor, there is no litigation pending with respect to any claim to the Mark, whether the claim is based on prior use of the Mark, a license to use the Mark or an ownership interest in the Mark.
  - e. The Assignor has the authority to enter into this Agreement.
7. The Assignee represents and warrants to the Assignor that the Assignee has the authority to enter into this Agreement.

In Witness whereof the parties have affixed their signatures in the State of Wisconsin this 31st day of May, 2012.

  
Eric Zilisch

  
Victoria Zilisch

  
Simply Einstein, LLC - Principal, Eric Zilisch

  
Simply Einstein, LLC - Principal - Victoria Zilisch