

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
	Brady Trademark, LLC, a Delaware limited liability company		05/30/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA				
Name:	LR Trademark Holdings LLC, a Pennsylvania limited liability company			
Street Address:	755 South Bryn Mawr Avenue			
City:	Bryn Mawr			
State/Country:	PENNSYLVANIA			
Postal Code:	19010			
Entity Type:	LIMITED LIABILITY COMPANY: PENNSYLVANIA			
PROPERTY NUMBERS Total: 1				
	Property Type	Number	Word Mark	
	Registration Number:	1898299	ROSENBLUTH VACATIONS	
CORRESPONDENCE DATA				
Fax Number:	2155757200			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>				
Email:	tmconfirm@dilworthlaw.com			
Correspondent Name:	Philip J. Foret			
Address Line 1:	1500 Market Street			
Address Line 2:	Suite 3500E			
Address Line 4:	Philadelphia, PENNSYLVANIA 19102			
ATTORNEY DOCKET NUMBER:	LR TMK HLGS ROSENBLUTH			
NAME OF SUBMITTER:	Philip J. Foret, Reg. No. 51,689			
Signature:	/Philip J. Foret/			

Date:

06/12/2012

Total Attachments: 2

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ASSIGNMENT OF SERVICE MARK AND SERVICE MARK REGISTRATION

This Agreement is made effective on the 30th day of May 2012, between Brady Trademark, LLC, a Delaware limited liability company ("ASSIGNOR"), and LR Trademark Holdings LLC, a Pennsylvania limited liability company ("ASSIGNEE").

WHEREAS, ASSIGNOR has adopted and used itself, and/or through its licensee, the service mark listed in Appendix A for which it owns a federal registration in the United States Patent and Trademark Office, as enumerated therein;

WHEREAS, ASSIGNEE is desirous of acquiring said service mark and the registration thereof;


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR does hereby assign, sell and transfer to ASSIGNEE, its successors and assigns, free and clear of any and all liens, security interests, and other encumbrances, all of its right, title, and interest in and to said mark, together with the goodwill of the business symbolized by and associated with said service mark and the service mark registration thereof.

IN TESTIMONY WHEREOF, ASSIGNOR has executed this Assignment by a duly authorized officer.

BRADY TRADEMARK, LLC

Dated: 5.30.12

By: _____


Hal F. Rosenbluth
Manager

APPENDIX A

SERVICE MARK AND SERVICE MARK REGISTRATION

<u>Service Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
ROSENBLUTH VACATIONS	1,898,299	June 6, 1995