

## 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
Improve, Inc.		08/05/2012	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Virginia Hillenbrand		
Street Address:	38 Stonehouse Rd.		
City:	Glen Ridge		
State/Country:	NEW JERSEY		
Postal Code:	07028		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3128458	IMPROVE	
Registration Number:	3140938	PRO IS OUR MIDDLE NAME	
Registration Number:	3455506	INSTANT FOCUS	
CORRESPONDENCE DATA			
Fax Number:	7039910770		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	703-737-3545		
Email:	vince@amberlylaw.com		
Correspondent Name:	VINCENT M. AMBERLY		
Address Line 1:	307 East Market St.		
Address Line 2:	Suite 202		
Address Line 4:	Leesburg, VIRGINIA 20176		
NAME OF SUBMITTER:	Vincent M. Amberly		

OP \$90.00 3128458

Signature:	/VMA/
Date:	08/22/2012
Total Attachments: 1 source=Assignment to Hillenbrand#page1.tif	

**ASSIGNMENT**

WHEREAS, Improve, Inc., a New Jersey corporation, having its principal address at P.O. Box 43443, Upper Montclair, NJ 07043 ("Improve, Inc."), has adopted, used, is using and is the owner of the following trademarks now registered in the United States Patent and Trademark Office:

<b><u>Trademark</u></b>	<b><u>Registration No.</u></b>	<b><u>Date of Registration</u></b>
<b>IMPROVE</b>	3,128,458	August 15, 2006;
<b>PRO IS OUR MIDDLE NAME</b>	3,140,938	September 12, 2006;
<b>INSTANT FOCUS</b>	3,455,506	June 24, 2008;

WHEREAS, Virginia Hillenbrand is an individual and United States citizen whose address is 38 Stonehouse Road, Glen Ridge, NJ 07028 ("Hillenbrand"), and Hillenbrand is desirous of acquiring the above trademarks and the registrations thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged Improve, Inc. does hereby assign unto Hillenbrand all right, title and interest in the marks identified in U.S. Reg. Nos. 3,128,458, 3,140,938 and 3,455,506, together with the goodwill of the business connected with the use of and symbolized by said trademarks, and the above identified registrations thereof.

**IMPROVE, INC.**

By: Virginia Hillenbrand  
Title: President  
Date: August 5, 2012

Witness: J. P. [Signature]  
Date: August 5, 2012