

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
Floor Covering Associates, Inc.		01/01/2013	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Superior Value Products, Inc.		
Street Address:	1000 Brook Forest Avenue		
City:	Shorewood		
State/Country:	ILLINOIS		
Postal Code:	60404		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2965863	EFLOORS.COM	
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>			
Phone:	6303558100		
Email:	robarski@nagleobarski.com		
Correspondent Name:	Rebecca Boyd-Obarski		
Address Line 1:	222 S Mill St		
Address Line 4:	Naperville, ILLINOIS 60540		
NAME OF SUBMITTER:	Rebecca Boyd-Obarski		
Signature:	/Rebecca Boyd-Obarski/		
Date:	02/18/2013		
Total Attachments: 1 source=Assgnmt.FCA.Superior.Efloors#page1.tif			

OP \$40.00 2965863

UNITED STATES TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, made as of this 1st day of January 2013 by and between Floor Covering Associates, Inc., an Illinois corporation ("Assignor") and Superior Value Products, Inc., an Illinois corporation ("Assignee"), effective as of January 1, 2013.

RECITALS

Assignor is the owner of and has adopted and used in the United States "Efloors.com," a service mark registered with the United States Patent & Trademark Office as No. 2965863 (the Mark");

Effective January 1, 2013 Assignor assigned all of Assignor's right, title and interest in the United States in and to the Mark, together with the goodwill of the business in connection with which the Mark is used;

Effective January 1, 2013 Assignee commenced use of the Mark in commerce and continued such use up and to this date; and

Assignor and Assignee desire to commemorate and document this Assignment on this 1st day of January 2013.

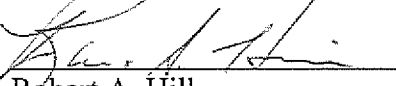
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor does hereby sell, grant, assign, transfer, convey and deliver to Assignee all of its right, title and interest in the United States in and to the Mark together with the goodwill of the business in connection with which the Mark is used.
2. Assignor authorizes and requests the United States Patent and Trademark Office to record Assignee as the owner of the entire right, title and interest in and to the Mark in the United States, for the sole use and enjoyment of Assignee, its successors, assigns or other legal representatives.
3. At the request of Assignee, Assignor shall perform whatever acts are deemed necessary or desirable by Assignee to preserve and protect, and to vest in Assignee, ownership of and title to the Mark, including the execution and delivery of documents deemed necessary or desirable by Assignee.

IN WITNESS WHEREOF, Assignor and Assignee have caused this assignment to be signed and executed by their duly authorized officers or agents on the date first written above.

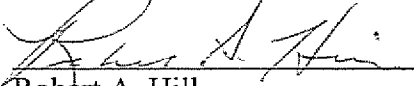
Floor Covering Associates, Inc.

By:


Robert A. Hill,
President

Superior Value Products, Inc.

By:


Robert A. Hill,
President