

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
Peachtree Business Products, LLC		03/18/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	HDS IP Holding, LLC		
Street Address:	P.O.Box 50401		
City:	Henderson		
State/Country:	NEVADA		
Postal Code:	89016		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2736417	FIDO HOUSE	
CORRESPONDENCE DATA			
Fax Number:	4049626596		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4048853678		
Email:	trademarks@troutmansanders.com		
Correspondent Name:	Sofia Jeong		
Address Line 1:	600 Peachtree St. NE, Suite 5200		
Address Line 4:	Atlanta, GEORGIA 30308		
ATTORNEY DOCKET NUMBER:	230558.5		
NAME OF SUBMITTER:	Sofia Jeong		
Signature:	/sj/		

Date:

03/22/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARKS ASSIGNMENT (the "Assignment") is made and entered into as of the 18 day of March, 2013, by and between Peachtree Business Products, Inc. (hereinafter referred to as "Assignor"), and HDS IP Holding, LLC, a Nevada limited liability company, whose address is P.O. Box 50401, Henderson, Nevada 89016 (hereinafter referred to as "Assignee").

WITNESSETH

WHEREAS, Assignor has received registration for the mark listed on Exhibit A (the "Mark");

WHEREAS, Assignor is the owner of all right, title, and interest in and to the Mark;

WHEREAS, Assignee and Assignor desire to enter into this Assignment to effect the transfer of the Mark to Assignee on a worldwide basis, including but not limited to the application set forth above; and

NOW, THEREFORE, for and in consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Transfer and Assignment. Assignor hereby transfers and assigns to Assignee all right, title, and interest in and to the Mark on a worldwide basis, including but not limited to the registration set forth above, together with the goodwill associated therewith, along with the right to recover for damages and profits and other remedies for past infringements of the Mark.

2. Further Documentation and Actions. Assignor hereby agrees to execute and deliver to Assignee any further documents and instruments in Assignor's possession, and to do any and all further reasonable acts that are deemed necessary by Assignee to vest in Assignee all right, title, and interest in and to the Mark, and to enable such right, title, and interest to be recorded in the United States Patent and Trademark Office and any other appropriate governmental authority or agency of the United States and internationally.

"ASSIGNOR"
PEACHTREE BUSINESS PRODUCTS, INC.

"ASSIGNEE"
HDS IP HOLDING, LLC

By: Robin Soehl

By: Leo Cook

Name: Robin Soehl


Name: Leo Cook

Title: VP Strategy & Channel Development
Peachtree Business Products
General Manager

Title: President

Exhibit A

Mark

Mark	Registration No.
FIDO HOUSE & Design 	2736417

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