

## 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
Impressions Marketing Group, Inc.		05/02/2013	CORPORATION: VIRGINIA
RECEIVING PARTY DATA			
Name:	idX Impressions, LLC		
Street Address:	3451 Rider Trail South		
City:	Earth City		
State/Country:	MISSOURI		
Postal Code:	63045		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3579078	IMPRESSIONS DECOR & FIXTURES FOR THE REA	
CORRESPONDENCE DATA			
Fax Number:	3142418624		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	314-241-9090		
Email:	kj@greensfelder.com		
Correspondent Name:	Karen M. Johnson		
Address Line 1:	10 S. Broadway, Suite 2000		
Address Line 4:	St. Louis, MISSOURI 63102		
ATTORNEY DOCKET NUMBER:	87506 203		
NAME OF SUBMITTER:	Karen M. Johnson		
Signature:	/Karen M. Johnson/		
Date:	05/06/2013		
Total Attachments: 1 source=Trademark Assignment (Executed Copy)#page1.tif			

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNOR: IMPRESSIONS MARKETING GROUP, INC.

ASSIGNEE: IDX IMPRESSIONS, LLC

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made and entered into as of the 2<sup>nd</sup> day of May, 2013, by and between Impressions Marketing Group, Inc. a Virginia corporation with an office located at 7951 Angleton Court, Lorton, VA 22079 ("Assignor"), and idX Impressions, LLC, a Delaware limited liability company with an office located at 3451 Rider Trail South, Earth City, MO 63045 ("Assignee").

WITNESSETH:

WHEREAS, Assignor has adopted the following service mark (the "Service Mark") and is the owner of the United States registration issued thereon (the "Registration"):

Service Mark:	Impressions Décor & Fixtures for the Real World
U.S. Registration No.:	3579078
Registration Date:	February 24, 2009

WHEREAS, Assignor is a party to an Asset Purchase Agreement dated the 16<sup>th</sup> day of April, 2013 pursuant to which Assignor agreed to sell and assign to Assignee certain assets, including but not limited to, its right, title and interest in and to the Service Mark and the Registration, together with the goodwill of the business associated with and symbolized by the Service Mark;

WHEREAS, Assignor desires to transfer and assign to Assignee all of Assignor's right, title and interest in and to the Service Mark and the Registration together with the goodwill of the business in connection with which the Service Mark is used and which is symbolized by the Service Mark, along with the right to sue and recover damages and profits for past infringements thereof; and

WHEREAS, Assignee desires to acquire from Assignor, Assignor's right, title and interest in and to the Service Mark and the Registration together with the goodwill of the business in connection with which the Service Mark is used and which is symbolized by the Service Mark, along with the right to sue and recover damages and profits for past infringements thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee, its successors and assigns, Assignor's right, title and interest in and to the Service Mark and the Registration, together with the goodwill of the business in connection with which the Service Mark is used and which is symbolized by the Service Mark, along with the right to sue and recover damages and profits for past infringements thereof.

Assignor represents and warrants that (i) it is the sole and exclusive owner of all right, title and interest in and to the Service Mark and the Registration, free and clear of any lien, charge or encumbrance, and (ii) it has the full right, power and authority to deliver title to the Service Mark and upon the closing of the transactions contemplated herein Assignee will obtain full and clear title to the Service Mark and the Registration free of any lien, charge or encumbrance.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the day and year first above written.

ASSIGNOR:

IMPRESSIONS MARKETING GROUP, INC.

By:   
Name: Eric ("Rick") T. Gerber  
Title: President

Signed by Reid Bechtle under  
Power of Attorney dated April 25, 2013