

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
MD Publications, Inc.		12/21/2012	CORPORATION: MISSOURI

<b>RECEIVING PARTY DATA</b>	
Name:	Michelle Dickemann, Inc.
Street Address:	P.O. Box 2210
City:	Springfield
State/Country:	MISSOURI
Postal Code:	65801
Entity Type:	CORPORATION: MISSOURI

<b>PROPERTY NUMBERS Total: 5</b>		
Property Type	Number	Word Mark
Registration Number:	1809087	TECH/TALK
Registration Number:	1664985	TECHNICALLY SPEAKING
Registration Number:	1621164	TRANSMISSION DIGEST
Registration Number:	1606988	UNDERCAR DIGEST
Registration Number:	1720795	TRANSMISSION UNIVERSITY

<b>CORRESPONDENCE DATA</b>	
Fax Number:	7038367419
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Email:	bassam.ibrahim@bipc.com, adipdoc1@bipc.com
Correspondent Name:	Bassam N. Ibrahim
Address Line 1:	P.O. Box 1404
Address Line 4:	Alexandria, VIRGINIA 22313-1404

ATTORNEY DOCKET NUMBER:	1031171-001 AND 2/3/4/6
NAME OF SUBMITTER:	Bassam N. Ibrahim

OP \$140.00 1809087

Signature:	/Bassam N. Ibrahim/
Date:	07/11/2013
Total Attachments: 3 source=assign#page1.tif source=assign#page2.tif source=assign#page3.tif	

## TRADEMARK ASSIGNMENT

This Trademark Assignment (this "*Assignment*") is entered into between MD Publications, Inc., a Corporation organized and existing under the laws of the State of Missouri, and having an address of P.O. Box 2210, Springfield, Missouri 65801 and a place of business address at 3057 E. Cairo Street, Springfield, Missouri 65802 ("*Assignor*") and Michelle Dickemann, Inc., a Corporation organized and existing under the laws of the State of Missouri, having an address of P.O. Box 2210, Springfield, Missouri 65801 and a place of business address at 3057 E. Cairo Street, Springfield, Missouri 65802 ("*Assignee*").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the U.S. trademark application and registrations listed in the attached Schedule A (the "Marks").

NOW THEREFORE, be it known that, for and in consideration of 1 (one) dollar, and other good and valuable consideration, the receipt of which Assignor acknowledges, the parties hereto agree as follows:

1. This Assignment covers the Marks included on Schedule A, including, without limitation, trademarks, and/or service marks, together with the goodwill associated with the foregoing and the ongoing and existing business to which the trademarks/service marks pertain; (b) any extension or renewal of any such registration or application set forth in subsection (a) hereof; (c) any unregistered rights in any of the foregoing; (d) all rights therein provided by international treaties and conventions, and all rights to obtain trademarks and registrations thereto, in each case in all countries throughout the world; and (3) all rights to sue and recover damages or obtain injunctive relief for past and future infringement, misappropriation, violation or breach of any of the foregoing (subsections (a) through (e) hereof, collectively, the "*Assigned Intellectual Property*").
2. Assignor, as owner, does hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, Assignor's entire right, title, and interest in and to the Assigned Intellectual Property in the United States of America and the marks, together with the goodwill of the business associated therewith and symbolized by the Assigned Intellectual Property as attached on Schedule A, in its entirety, and the assets of the business associated with the Assigned Intellectual Property, in their entirety. With respect to applications filed in the United States Patent and Trademark Office ("USPTO") on the basis of the applicant's intent to use such marks in commerce, as to which evidence of such use has not yet been filed in the USPTO, such marks are being assigned to the successor to the business of the applicant or portion thereof to which such marks pertain, which business is ongoing and existing. Assignor hereby authorizes and requests any official of the United States of America whose duty it is to issue registrations thereon to issue same to Assignee, its successors and assigns, in accordance with the terms of this Assignment.
3. Assignor hereby covenants that it has the full right to convey the interest assigned by this Assignment, and it has not executed and will not execute any agreement in conflict with this Assignment.
4. Assignor further covenants and agrees to cooperate with and reasonably assist Assignee in obtaining, enforcing and defending Assignee's rights in the Assigned Intellectual

Property, including without limitation, in proceedings before any court or tribunal, the United States Patent and Trademark Office, or another agency or authority, it being understood that any expense incident to such assistance shall be borne by the Assignee, its successors and assigns.

5. All assignments to be executed and return to the attention of:

Bassam N. Ibrahim, Esq.  
Buchanan Ingersoll & Rooney, PC  
1737 King Street  
Suite 500  
Alexandria, VA 22314  
Telephone: 703-836-6620  
Facsimile: 703-836-2021  
Email: [bassam.ibrahim@bipc.com](mailto:bassam.ibrahim@bipc.com)

IN WITNESS WHEREOF, the Assignment was executed as set forth below:

WITNESS: Ashley Walden

By: Ashley Walden  
Date: 12-21-2012

MD Publications, Inc.

By: Evelyn Gwin Morgan  
Name: Evelyn Gwin Morgan  
Title: president  
Date: 12/21/12

WITNESS: Ashley Walden

By: Ashley Walden  
Date: 12-21-2012

Michelle Dickemann, Inc.

By: Michelle Dickemann  
Name: Michelle Dickemann  
Title: President  
Date: 12/21/12

U.S. FEDERAL TRADEMARK APPLICATION/TRADEMARKS

SCHEDULE A

BIR Reference	Mark	CNTY	Application #	File Date	Reg. Date	Registration #	Status
1031171-000003	TECH/TALK (Stylized)	US	73/835,722	10/13/1989	12/07/1993	1,809,087	REGISTERED
1031171-000004	TECHNICALLY SPEAKING	US	74/062,997	05/29/1990	11/19/1991	1,664,985	REGISTERED
1031171-000002	TRANSMISSION DIGEST & Design	US	73/835,726	10/13/1989	11/06/1990	1,621,164	REGISTERED
1031171-000001	UNDERCAR DIGEST	US	73/835,720	10/13/1989	07/17/1990	1,606,988	REGISTERED
1031171-000006	TRANSMISSION UNIVERSITY	US	74/113,102	11/07/1990	09/29/1992	1,720,795	REGISTERED