

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
Midwest Realty Ventures LLC		07/29/2013	LIMITED LIABILITY COMPANY: ILLINOIS
RECEIVING PARTY DATA			
Name:	Greater North Michigan Avenue Association		
Street Address:	625 North Michigan Avenue		
Internal Address:	Suite 401		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60611		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85209366	ONE MAGNIFICENT LIFE	
Serial Number:	85209427	ONE MAGNIFICENT ADDRESS	
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>			
Email:	docket@tolpinlaw.com		
Correspondent Name:	Ariel J. Gurian		
Address Line 1:	11 South LaSalle Street		
Address Line 2:	Suite 2900		
Address Line 4:	Chicago, ILLINOIS 60603		
NAME OF SUBMITTER:	Ariel J. Gurian		
Signature:	/AJG/		

OP \$65.00 85209366

Date:

08/27/2013

Total Attachments: 1

source=Assignment - signed of U.S. TM App Nos 85209366 and 85209427 from Midwest REalty Ventures LLC to
GNMAA.doc#page1.tif

ASSIGNMENT

This Assignment is entered into by and between MIDWEST REALTY VENTURES LLC d/b/a Prudential Rubloff Properties, a limited liability company organized under the laws of the State of Illinois, with its principal place of business at 980 North Michigan Avenue, Chicago, Illinois 60611 and GREATER NORTH MICHIGAN AVENUE ASSOCIATION, a not for profit corporation organized under the laws of the State of Illinois, with its principal place of business at 625 North Michigan Avenue, Suite 401, Chicago, Illinois 60611.

For good and valuable consideration, receipt of which is hereby acknowledged, MIDWEST REALTY VENTURES LLC d/b/a Prudential Rubloff Properties hereby assigns to GREATER NORTH MICHIGAN AVENUE ASSOCIATION all right, title and interest in and to U.S. Trademark Application Serial No. 85/209,366 for ONE MAGNIFICENT LIFE and U.S. Trademark Application Serial No. 85/209,427 for ONE MAGNIFICENT ADDRESS and the resulting registration(s), together with the goodwill of the business symbolized by the marks and all rights to sue and recover for any past and present infringements.

EXECUTED this 29 day of July, 2013.

Midwest Realty Ventures LLC (d/b/a Prudential Rubloff Properties)

By: 

Name: Timothy A White

Title: Exec VP & CFO

TRADEMARK