

TRADEMARK ASSIGNMENT

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 900276186

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Exel Direct Inc.		11/12/2013	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	MXD Group, Inc.		
Street Address:	7795 Walton Parkway, Suite 400		
City:	New Albany		
State/Country:	Ohio		
Postal Code:	43054		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86024284	MXD GROUP	
Serial Number:	86041630	MXD GROUP	
CORRESPONDENCE DATA			
Fax Number:	4803855061		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4803855060		
Email:	docketing@ifilaw.com		
Correspondent Name:	Ingrassia Fisher & Lorenz, P.C.		
Address Line 1:	7010 E. Cochise Rd.		
Address Line 4:	Scottsdale, ARIZONA 85253		
ATTORNEY DOCKET NUMBER:	128.0003		
NAME OF SUBMITTER:	Jeffrey P. Thennisch		
Signature:	/Jeffrey P. Thennisch/		

OP \$65.00 86024284

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is by and between Exel Direct Inc., a California corporation, having a place of business at 570 Polaris Parkway in Westerville, Ohio 43082 (hereinafter "ASSIGNOR"), and MXD Group, Inc., a California corporation, having a go-forward place of business at 7795 Walton Parkway, Suite 400 in New Albany, Ohio 43054 (hereinafter "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of all right, title in and to U.S. Serial No. 86/024,284 for MXD GROUP (word mark) and U.S. Serial No. 86/041,630 for MXD GROUP (and logo design), as set forth hereto as Exhibit A (hereinafter "the Marks"), together with any and all common law trademark rights and the goodwill of the business connected with and symbolized by the Marks;

WHEREAS, ASSIGNOR wishes to assign, and ASSIGNEE wishes to acquire, all right, title and interest that ASSIGNOR may possess in and to the Marks.

NOW THEREFORE, in view of the mutual covenants exchanged herein, and for good and valuable consideration, the receipt and sufficiency of which are acknowledged by the parties, the parties agree that:

1. ASSIGNMENT

In exchange for good and valuable consideration of One Dollar (\$1.00), as may be required in some legal jurisdictions to recognize this document, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE all right, title and interest, in the United States and throughout the World, owned or otherwise held by ASSIGNOR in and to the Marks identified and shown in the attached Exhibit A (the "Marks"), and the goodwill of the business connected with and symbolized by the Marks, along with all rights to to U.S. Serial No. 86/024,284 for MXD GROUP (word mark) and U.S. Serial No. 86/041,630 for MXD GROUP (and logo design).

2. EXPENSES AND MAINTENANCE

ASSIGNEE shall bear the burden and expense of any recordation of this Assignment and other documents evidencing this transaction. Specifically, it shall be the ASSIGNEE'S sole responsibility to prepare, file, record, and submit any required documents and payments for this Assignment before the U.S. Patent & Trademark Office, as well as other costs that may be required, from time to time, to maintain the Marks set forth at Exhibit A.

3. MODIFICATIONS

This Assignment may be changed only by written amendment signed by both parties.

4. SUCCESSORS AND ASSIGNS

This Assignment shall inure to and be binding upon the parties and their successors and assigns.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment as of the date written below.

~~November~~
October 12, 2013

Ramona Robinson
EXEL DIRECT INC.
(ASSIGNOR)

~~November~~
October 12, 2013

Ramona Robinson
MXD GROUP, INC. (ASSIGNEE)

EXHIBIT A

The Following Pending Applications And All Common Law Rights & Goodwill
Associated With:

U.S. Serial No. 86/024,284 for MXD GROUP (word mark)

U.S. Serial No. 86/041,630 for MXD GROUP (and logo design)