

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM301086

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Ideal Image Development, Inc.		04/08/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Ideal Image Development Corporation		
<b>Street Address:</b>	4830 W. Kennedy Blvd.		
<b>Internal Address:</b>	Suite 440		
<b>City:</b>	Tampa		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33609		
<b>Entity Type:</b>	CORPORATION: FLORIDA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3843575	(800) BE-IDEAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4142974900		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	(414) 271-2400		
<b>Email:</b>	ipdocketing@foley.com		
<b>Correspondent Name:</b>	Richard J. McKenna		
<b>Address Line 1:</b>	Foley & Lardner LLP		
<b>Address Line 2:</b>	777 E. Wisconsin Avenue		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202-5306		
<b>ATTORNEY DOCKET NUMBER:</b>	039627-0142		
<b>NAME OF SUBMITTER:</b>	Jill M. Schenk		
<b>SIGNATURE:</b>	/Jill M. Schenk/		
<b>DATE SIGNED:</b>	04/10/2014		
<b>Total Attachments: 1</b>			
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OP \$40.00 3843575

**TRADEMARK ASSIGNMENT**

WHEREAS, Ideal Image Development, Inc., a corporation of Delaware ("ASSIGNOR"), is the current owner of U.S. Registration Number 3,843,575 for (800) BE-IDEAL (hereinafter the "Mark") and all associated rights;

WHEREAS, Ideal Image Development Corporation, a Florida corporation, doing business at 4830 W. Kennedy Blvd., Suite 440, Tampa, Florida 33609 ("ASSIGNEE"), wishes to acquire the Mark together with the goodwill of the business in connection with which the Mark is used; and

WHEREAS, ASSIGNEE is a wholly owned subsidiary of ASSIGNOR;

NOW, THEREFORE, in consideration of and in exchange for \$1.00 and other valuable and legally sufficient consideration, the receipt of which Assignor hereby acknowledges, Assignor hereby agrees to and does sell, assign and transfer to Assignee its entire right, title and interest in and to the Mark together with the goodwill of the business to which the Mark pertains, as well as all rights of enforcement and recovery for past infringement. Assignor further agrees to take all reasonable and necessary steps to implement the provisions of this assignment.

IN WITNESS WHEREOF, a duly authorized officer of Assignor has executed this agreement on the date listed below.

Date: 4/8/14

**Ideal Image Development, Inc.**

By: \_\_\_\_\_

Name: Nicole Strathman

Title: General Counsel