

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM303264

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BCC Research, LLC		12/30/2013	LIMITED LIABILITY COMPANY:
Academy Association, Inc.		12/30/2013	CORPORATION:
RECEIVING PARTY DATA			
Name:	Alliance Services Ltd.		
Street Address:	2 Church Street		
Internal Address:	Clarendon House		
City:	Hamilton		
State/Country:	BERMUDA		
Postal Code:	HM11		
Entity Type:	exempted company: BERMUDA		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	2004817	A TEAM OF EAGLES	
Registration Number:	1950333	BATTERY & EV TECHNOLOGY	
Registration Number:	1402123	BCC	
Registration Number:	4399325	BCC RESEARCH	
Registration Number:	2778836	CUSTOMERS FIRST	
Registration Number:	3364661	ENERGY	
Registration Number:	1914866	FIN FOOD INGREDIENT NEWS	
Registration Number:	1694352	FRN FLAME RETARDANCY NEWS	
Registration Number:	1931035	MEMBRANE & SEPARATION TECHNOLOGY NEWS	
Registration Number:	1929433	WORKING SMARTER	
Registration Number:	2323071	WORKING SMARTER	
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>			
Phone:	9198294309		
Email:	tmgroup@hutchlaw.com		
TRADEMARK			

CH \$290.00 2004817

Correspondent Name:	Devon E. White
Address Line 1:	3110 Edwards Mill Road, Suite 300
Address Line 4:	Raleigh, NORTH CAROLINA 27612

ATTORNEY DOCKET NUMBER:	ASL.21000-BCC
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DOMESTIC REPRESENTATIVE

Name:	Devon E. White
Address Line 1:	3110 Edwards Mill Road, Suite 300
Address Line 4:	Raleigh, NORTH CAROLINA 27612

NAME OF SUBMITTER:	Devon E. White
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SIGNATURE:	/DEW/
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DATE SIGNED:	05/01/2014
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Total Attachments: 4

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ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS AND ACCOMPANYING REGISTRATIONS AND GOODWILL

Effective as of December 30, 2013 (the "**Effective Date**"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, BCC Research, LLC, a North Carolina limited liability company and Academy Association, Inc., a North Carolina corporation ("**Assignors**"), do hereby sell, assign, transfer and set over to Alliance Services Ltd., a Bermuda exempted company ("**Assignee**"), all of Assignors' worldwide rights, title and interest in and to the trademarks and service marks and registrations thereof listed on **Exhibit A** attached hereto (collectively, the "**Marks**"), any renewals or extensions of such registrations, and all rights therein and thereto in any country or locality worldwide, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks and the resulting right to recover damages and profits for past, present or future infringements or unauthorized uses thereof, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignors if this assignment had not been made.

Assignors agree to execute and deliver at the request of Assignee, any papers, instruments and assignments reasonably necessary to vest in Assignee all of Assignors' right, title and interest in and to the Marks and the applications and registrations therefor and/or to provide evidence to support such assignment in the event such evidence is reasonably necessary and to the extent such evidence is in the possession or control of Assignors.

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IN WITNESS WHEREOF, the undersigned have executed this Assignment as of the date first set forth above.

BCC RESEARCH, LLC

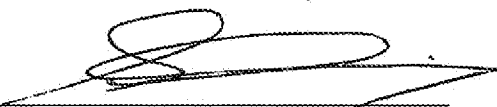
By: 

Name: Greg E. Lindberg

Title: Chairman

Date: March 25, 2014

ACADEMY ASSOCIATION, INC.

By: 

Name: Greg E. Lindberg

Title: Chairman

Date: March 25, 2014

ALLIANCE SERVICES LTD.

By: _____

Name: _____

Title: _____

Date: _____

IN WITNESS WHEREOF, the undersigned have executed this Assignment as of the date first set forth above.

BCC RESEARCH, LLC

By: _____

Name: _____

Title: _____

Date: _____

ACADEMY ASSOCIATION, INC.

By: _____

Name: _____

Title: _____

Date: _____

ALLIANCE SERVICES LTD.

By:  _____

Name: Marcello A. Ausenda
Director

Title: _____

Date: APR 08 2014

EXHIBIT A

**ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS AND ACCOMPANYING
REGISTRATIONS AND GOODWILL**

Mark	App. No.	Reg. No.	Reg. Date	Goods/Services
A TEAM OF EAGLES		2,004,817		
BATTERY & EV TECHNOLOGY & Design		1,950,333		
BCC & Design		1,402,123		
BCC RESEARCH		4,399,325		
CUSTOMERS FIRST		2,778,836		
ENERGY		3,364,661		
FIN FOOD INGREDIENT NEWS & Design		1,914,866		
FRN FLAME RETARDENCY NEWS & Design		1,694,352		
MEMBRANE & SEPARATION TECHNOLOGY NEWS & Design		1,931,035		
WORKING SMARTER		1,929,433		
WORKING SMARTER		2,323,071		