

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM307527

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Raymond Zimmerman		06/12/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	The Trustee of Second Amended and Restated Raymond Zimmerman Revocable Trust u/a/d Feb. 8, 2013, a Florida Trust, comprising Raymond Zimmerman, a citizen of the United States		
Street Address:	PO Box 810939		
City:	Boca Raton		
State/Country:	FLORIDA		
Postal Code:	33481		
Entity Type:	TRUSTEE: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	73769000	SERVICE MERCHANDISE	
CORRESPONDENCE DATA			
Fax Number:	5616134100		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	5613387090		
Email:	mkarsch@belsonkarsch.com		
Correspondent Name:	Michael Karsch		
Address Line 1:	2000 Glades Road		
Address Line 2:	Suite 300		
Address Line 4:	Boca Raton, FLORIDA 33431		
NAME OF SUBMITTER:	Michael D. Karsch		
SIGNATURE:	/Michael D. Karsch/		
DATE SIGNED:	06/13/2014		
Total Attachments: 1			
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OP \$40.00 73769000

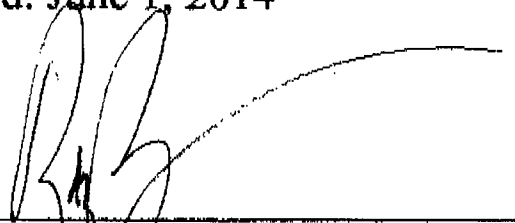
TRADEMARK ASSIGNMENT

WHEREAS, Raymond Zimmerman ("Assignor"), an individual who is a resident of the State of Florida, owns the trademark SERVICE MERCHANDISE and related service marks ("the Mark"), Reg. No. 1,582,912.

AND WHEREAS, The Trustee of Second Amended and Restated Raymond Zimmerman Revocable Trust u/a/d Feb. 8, 2013, a Florida Trust, comprising Raymond Zimmerman, a citizen of the United States ("Assignee"), desires to acquire the Mark, the goodwill appurtenant thereto, and the above-identified registration therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers the Mark, together with all of the goodwill associated therewith, and the above identified registrations and all of Assignor's rights therein, to Assignee, effective as of June 1, 2014

Dated: June 1, 2014



Raymond Zimmerman