

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM312453

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Media Iris, LLC		07/30/2014	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	MI ACQUISITIONS, LLC		
Street Address:	230 E. Ohio St., Ste. 408		
City:	chicago		
State/Country:	ILLINOIS		
Postal Code:	60611		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4186016	MEDIA IRIS	
CORRESPONDENCE DATA			
Fax Number:	3125212875		
<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:	3125212775		
Email:	ipdocket@muchshelist.com		
Correspondent Name:	ADAM K. SACHAROFF		
Address Line 1:	191 N. WACKER DRIVE, Suite 1800		
Address Line 2:	Much Sheslist, pc		
Address Line 4:	chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	0011470.0001		
NAME OF SUBMITTER:	adam k sacharoff		
SIGNATURE:	/aks/		
DATE SIGNED:	07/31/2014		
Total Attachments: 2			
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Trademark Assignment

This trademark assignment is dated July 30, 2014 by Media Iris, LLC, an Illinois limited liability company (“**Assignor**”) to MI Acquisitions, LLC, a Delaware limited liability company (“**Assignee**”).

Recitals

A. Assignor owns the following United States Trademark (the “**Trademark**”):

Application Number	Registration Number	Trademark
85494872	4186016	MEDIA IRIS

- B. Concurrent herewith, Assignor and Assignee have entered into that certain Asset Contribution Agreement (the “**Contribution Agreement**”) dated of even date herewith relating to the assignment and contribution of certain assets and other matters discussed therein.
- C. This assignment is being executed and delivered pursuant to the Contribution Agreement whereby Assignor is assigning all of its right, title and interest in and to the Trademark to Assignee.
- D. In consideration of the foregoing and the agreements contained herein, Assignor and Assignee agree as follows:

Agreement

Assignor hereby grants, conveys, transfers, alienates and assigns to Assignee, for and throughout the world, Assignor’s right, title and interest (legal, equitable, use and otherwise) in and to any and all: (i) the right to file and register the same in Assignee’s name with any governmental authority; (ii) rights to record the transfers made under this assignment in the United States Patent and Trademark Office and in any other public offices of any governmental authorities throughout the world; (iii) rights to sue for, collect and retain damages predicated on present or future infringements of the preceding, as well as all other claims and rights to damages associated with the preceding, whether predicated on past, present or future actions or omissions, and whether or not currently known or unknown; and (iv) all goodwill associated with the Trademark.

Assignor’s assignment of the Trademark to Assignee under this assignment constitutes a complete, absolute, and exclusive transfer of all rights (legal, equitable, use and otherwise) in the Trademark, whether currently existing or arising or recognized in the future. Assignor does not reserve or retain any right, title, or interest in the Trademark. Assignor acknowledges and agrees that the Trademark constitutes the sole and exclusive property of Assignee.

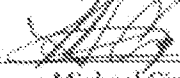
Assignor represents and warrants that it has full power and authority: (i) to enter into this assignment; (ii) to grant to Assignee all rights in and to the Trademark; and (iii) to perform all of its obligations under this assignment.

This assignment will be binding upon and inure to the benefit of Assignee and its successors and assigns. This assignment supersedes any prior understandings, written agreements, or oral arrangements among the parties which concerns the subject matter of this assignment. The terms of this assignment will govern if there is any conflict between this assignment and any other written instrument which concerns or affects the subject matter of this assignment. This assignment constitutes the complete understanding among the parties. No alteration or modification of any of this assignment’s provisions will be valid unless made in a written instrument which both parties sign.


[Remainder of page intentionally left blank – signature page follows]

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

ASSIGNOR:
Media Iris, LLC

By: 
Name: Michael Ciaglia
Its: President

ASSIGNEE:
MI Acquisitions, LLC

By: 
Name: Michael Ciaglia
Its: President

Signature page to Trademark Assignment