

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM312684

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Daktronics, Inc.		07/31/2014	CORPORATION: SOUTH DAKOTA
RECEIVING PARTY DATA			
Name:	Electronic Theatre Controls, Inc.		
Street Address:	3031 Pleasant View Road		
City:	Middleton		
State/Country:	WISCONSIN		
Postal Code:	53562		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3276284	VAC	
Registration Number:	2833249	VORTEK	
CORRESPONDENCE DATA			
Fax Number:	4142713552		
<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>			
Email:	tm-dept@quarles.com		
Correspondent Name:	Hillary J. Wucherer		
Address Line 1:	Quarles & Brady LLP		
Address Line 2:	411 East Wisconsin Avenue		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	300786.00107		
NAME OF SUBMITTER:	Hillary J. Wucherer		
SIGNATURE:	/Hillary J. Wucherer/		
DATE SIGNED:	08/01/2014		
Total Attachments: 4			
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TRADEMARK

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made as of July 31, 2014, by **Daktronics, Inc.**, a South Dakota corporation ("Assignor"), and **Electronic Theatre Controls, Inc.**, a Wisconsin corporation ("Assignee").

RECITALS

A. In connection with that certain Asset Purchase Agreement dated July 31, 2014, by and between Assignor and Assignee (as amended, the "Asset Purchase Agreement"), Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in and to the trademarks, trademark applications and trademark registrations listed on the attached Exhibit A (the "Trademarks").

B. Assignee desires to obtain all of Assignor's right, title and interest in the Trademarks according to the terms of this Assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

Section 1. Assignment. Assignor hereby sells, assigns and transfers to Assignee, its successors, assigns and legal representatives, all of Assignor's right, title and interest in and to the Trademarks, the goodwill of the business symbolized by the Trademarks, and the right to sue for, settle or release any past, present or future infringement of the Trademarks.

Section 2. Assistance. From time to time, upon the request of and at the expense of Assignee, Assignor shall execute and deliver, or cause to be executed and delivered, all documents and instruments and shall take, or cause to be taken, all further or other actions as Assignee may reasonably deem necessary to consummate the transactions contemplated by this Assignment and the Asset Purchase Agreement, including, in the case of Assignor, executing and delivering to Assignee such assignments, deeds, bills of sale, consents, powers of attorney, declarations, affidavits and other instruments as Assignee or its counsel may reasonably request as necessary for such purpose. Further, upon the request of and at the expense of Assignee, Assignor and its successors and assigns shall testify in any legal proceedings, sign all lawful papers, make all lawful oaths and generally take such reasonable actions as may be necessary to vest title to the Trademarks in Assignee and to aid Assignee, its successors, assigns and legal representatives to obtain and enforce proper protection for the Trademarks.

Section 3. Counterparts. This Assignment may be executed in any number of original, facsimile or portable document format (pdf) counterparts, each of which when so executed and delivered shall be an original, but all of which together shall constitute one instrument.

Section 4. GOVERNING LAW. THIS ASSIGNMENT WILL BE GOVERNED BY AND CONSTRUED AND INTERPRETED IN ACCORDANCE WITH THE SUBSTANTIVE LAWS OF THE STATE OF WISCONSIN, WITHOUT GIVING EFFECT TO ANY CONFLICTS OF LAW RULE OR PRINCIPLE THAT MIGHT RESULT IN THE APPLICATION OF THE LAWS OF ANOTHER JURISDICTION. The venue for any action will be determined in the manner set forth in Section 9.14 of the Asset Purchase Agreement.

[Signature page follows]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the date first written above.

ASSIGNOR:

Daktronics, Inc.

By: Sheila Anderson
Name: Sheila Anderson
Title: CFO

ASSIGNEE:


Electronic Theatre Controls, Inc.

By: Richard L Titus
Name: RICHARD L TITUS
Title: PRESIDENT

State of Wisconsin)
)ss:
County of Dane)

On this 8 day of July, 2014, personally appeared Sheila Anderson to me known to be the CEO & Treasurer of Daktronics, Inc., the assignor above named, and acknowledged that he/she has executed the foregoing assignment agreement on behalf of said assignor and pursuant to authority duly received.

(SEAL)

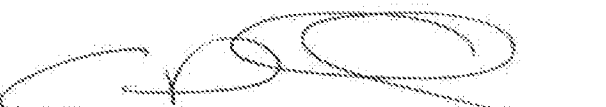


Notary Public, State of Wisconsin
My commission expires is permanent

State of Wisconsin)
)ss:
County of Dane)

On this 8 day of July, 2014, personally appeared Richard L. Tins, to me known to be an authorized signatory of Electronic Theatre Controls, Inc., the assignee above named, and acknowledged that he/she executed the foregoing assignment agreement on behalf of said assignee and pursuant to authority duly received.

(SEAL)



Notary Public, State of Wisconsin
My commission expires is permanent



Exhibit A
Trademarks

VAC® Vortek Automation Center for theatre rigging systems

Proper Use: VAC® automation center

VAC trademarks – registration/application

- Canada Registration No. 733689
- US Registration No. 3276284

Vortek® Name of the rigging system developed primarily for theatre applications

Proper Uses: Vortek® rigging system

VORTEK trademarks – registration/application

- Brazil Application No. 831299398
- Spain Registration No. 3011477
- Indonesia Application No. D00.2012.013068
- Malaysia Application No. 2012000492
- Philippines Registration No. 4-2012-002023
- Singapore Registration No. T1214913J
- US Registration No. 2833249

Per the Daktronics hoist trademarks spreadsheet HOFFEND had 2 registrations for that name.

HOFFEND trademarks – registration/application

- Canada Registration No. 733657
- US Registration No. 3243528 (ABANDONED)