

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM317106

|   |  |                       |                      |
|---|--|-----------------------|----------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                       |                      |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF 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>   |
| Batesville Casket Company, Inc.   |  | 09/12/2014            | CORPORATION: INDIANA |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                      |
| <b>Name:</b>  | Batesville Services, Inc.                          |                       |                      |
| <b>Street Address:</b>  | One Batesville Boulevard                           |                       |                      |
| <b>City:</b>  | Batesville   |                       |                      |
| <b>State/Country:</b>   | INDIANA  |                       |                      |
| <b>Postal Code:</b>   | 47006  |                       |                      |
| <b>Entity Type:</b>   | CORPORATION: INDIANA                               |                       |                      |
| <b>PROPERTY NUMBERS Total: 2</b>  |  |                       |                      |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                      |
| <b>Registration Number:</b>   | 2964730  | HMIS                  |                      |
| <b>Registration Number:</b>   | 3878920  | CAFE                  |                      |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                      |
| <b>Fax Number:</b>  | 5132414771   |                       |                      |
| <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> |  |                       |                      |
| <b>Phone:</b>   | (513) 352-6527                                     |                       |                      |
| <b>Email:</b>   | dawn.schneider@thompsonhine.com                    |                       |                      |
| <b>Correspondent Name:</b>  | Louis K. Ebling, Thompson Hine LLP                 |                       |                      |
| <b>Address Line 1:</b>  | 312 Walnut Street, Suite 1400                      |                       |                      |
| <b>Address Line 4:</b>  | Cincinnati, OHIO 45202                             |                       |                      |
| <b>NAME OF SUBMITTER:</b>   | Louis K. Ebling                                    |                       |                      |
| <b>SIGNATURE:</b>   | /Louis K. Ebling/                                  |                       |                      |
| <b>DATE SIGNED:</b>   | 09/16/2014   |                       |                      |
| <b>Total Attachments: 1</b>   |  |                       |                      |
| source=Batesville Casket HMIS assignment#page1.tif  |  |                       |                      |

OP \$65.00 2964730

Trademark Assignment

WHEREAS Batesville Casket Company, Inc., an Indiana corporation with an address at One Batesville Boulevard, Batesville, Indiana 47006 ("Assignor"), is the owner of all right, title, and interest in and to the trademark HMIS, subject of U.S. Registration No. 2964730, and the trademark CAFE, subject of U.S. Registration No. 3878920 (collectively, the "Marks"); and

WHEREAS, Batesville Services, Inc., an Indiana corporation with an address at One Batesville Boulevard, Batesville, Indiana 47006 ("Assignee"), wishes to acquire all rights that Assignor has in and to the Marks and the registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell and assign unto Assignee all of Assignor's right, title, and interest in and to the Marks and the registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to sue for and recover damages and profits for past infringements thereof.

Assignor agrees to perform such lawful acts and execute all further documents as Assignee may reasonably request to fully effectuate this assignment of the Marks and the registrations therefor.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed by a duly authorized officer.

Batesville Casket Company, Inc. (Assignor)

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

Name: *Richard S. Barnett*  
Title: *V.P.*

Date: \_\_\_\_\_

*9/12/14*