

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM317977

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NewAd Media, Inc.		09/18/2014	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Spartz, LLC		
Street Address:	358 W. Ontario, Ste. 2E		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60654		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3669420	DOSE	
CORRESPONDENCE DATA			
Fax Number:	3122241202		
<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:	3122241238		
Email:	tkatz@fslc.com		
Correspondent Name:	Tracy Katz Muhl		
Address Line 1:	200 W. Madison St., Ste. 3000		
Address Line 2:	Fox, Swibel, Levin & Carroll, LLP		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	SPARTZ, LLC		
NAME OF SUBMITTER:	Tracy Katz Muhl, atty of rec., IL bar		
SIGNATURE:	/Tracy Katz Muhl/		
DATE SIGNED:	09/25/2014		
Total Attachments: 4			
source=USPTO PDF DOSE Assignment#page1.tif			
source=USPTO PDF DOSE Assignment#page2.tif			
source=USPTO PDF DOSE Assignment#page3.tif			
source=USPTO PDF DOSE Assignment#page4.tif			

OP \$40.00 3669420

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is entered into as of September 18, 2014 by NewAd Media Inc., a corporation organized under the laws of Quebec, Canada ("Assignor") and Spartz LLC, a Delaware limited liability company ("Assignee").

WHEREAS, pursuant to that certain Trademark Purchase Agreement dated of even date herewith (hereinafter referred to as the "Purchase Agreement"), by and among Assignor and Assignor, Assignor has agreed, subject to the terms and conditions of the Purchase Agreement, to sell, assign, transfer, convey and deliver to Assignee all of Assignor's interest in certain trademarks, together with the goodwill of the business symbolized thereby.

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

1. Definitions. Defined terms with initial capital letters that are used herein but not defined herein shall have the respective meanings, if any, set forth in the Purchase Agreement.

2. Assignment. Assignor hereby transfers, conveys and assigns unto Assignee all of Assignee's right title, and interest in and to the marks identified in Schedule A hereto (the "Assigned Marks"), together with the goodwill of the business symbolized by the Assigned Marks, along with all past, present and future claims for infringement of the Assigned Marks.

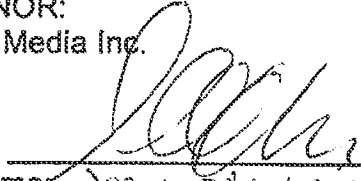
3. Further Assurances. Assignor agrees that it shall do, execute, acknowledge and deliver, at Assignee's expense, all acts, agreements, instruments, notices and assurances as may be reasonably requested by Assignee to further effect and evidence the transactions contemplated hereby.

4. Governing Law. This Assignment shall be governed by and construed in accordance with the substantive laws of the State of Illinois (without giving effect to the principles of conflict of laws thereof) and, to the extent applicable, those United States laws, or the laws of another country in which any of the Assigned Marks is used and the appropriate rules and regulations governing trademarks in the respective countries.

[Signature page follows.]

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

ASSIGNOR:
NewAd Media Inc.

Signed: 
Print name: JEAN FRANCOIS GRENACHE
Title: CFO

ASSIGNEE:
Spartz LLC

Signed: _____
Print name: _____
Title: _____

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

ASSIGNOR:
NewAd Media Inc.

Signed: _____
Print name: _____
Title: _____

ASSIGNEE:
Spartz LLC

Signed: Emerson Spartz
Print name: Emerson Spartz
Title: CEO

Schedule "A"

US Mark

<u>Trademark</u>	<u>U.S. Registration No.</u>
DOSE	3,669,420

Foreign Marks

<u>Trademark</u>	<u>Country</u>	<u>Registration No.</u>
DOSE	New Zealand	731464
DOSE & Design	New Zealand	731466
DOSE & Design	Australia	1134975
DOSE & Design	European Union	5304803