

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM318374

<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>
IPI, Inc.		09/30/2014	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Event Photography Group, Inc.		
<b>Street Address:</b>	245 Chesterfield Industrial Boulevard		
<b>City:</b>	Chesterfield		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63005		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3719573	MY SANTA EXPERIENCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4048359450		
<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>	4048359508		
<b>Email:</b>	cmclendon@lwglaw.com		
<b>Correspondent Name:</b>	Cynthia McLendon		
<b>Address Line 1:</b>	1201 Peachtree St, Suite 1501		
<b>Address Line 2:</b>	Ledbetter Wanamaker Glass LLP		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30361		
<b>NAME OF SUBMITTER:</b>	John Kampschroeder		
<b>SIGNATURE:</b>	/John Kampschroeder/		
<b>DATE SIGNED:</b>	09/30/2014		
<b>Total Attachments: 2</b>			
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source=IPI Assignment#page2.tif			

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**ASSIGNMENT OF TRADEMARK REGISTRATION**

**WHEREAS**, IPI, Inc., an Ohio corporation d/b/a Angelo & Hardin LLC (“**Assignor**”), with a current address of 26069 Springer Cemetery Road, Hockley, TX 77447 and with a former address of 11950 Grant Road, Cypress, TX 77429, has adopted, used, and is using the mark listed on **Schedule A** attached hereto, which is registered on the Federal Register of the United States Patent and Trademark Office (the “**Mark**”);

**WHEREAS**, Event Photography Group, Inc., a Delaware corporation (“**Assignee**”), with an address of 245 Chesterfield Industrial Boulevard, Chesterfield, MO 63005, is acquiring the Mark and any registration thereof;

**NOW, THEREFORE**, to reflect and evidence the assignment of the Mark, Assignor does hereby assign to Assignee all right, title, and interest in and to the Mark, together with the good will of the business symbolized by the Mark, and any registration thereof.

**IN WITNESS WHEREOF**, the undersigned have caused this Assignment of Trademark Registration to be executed as of September, 30, 2014.

ASSIGNOR:

ASSIGNEE

IPI, Inc.

Event Photography Group, Inc.

By: 

By: 

Name: John Kampschroeder  
Title: Vice President

Name: John Kampschroeder  
Title: Chief Financial Office

**SCHEDULE A**

<u>Mark</u>	<u>Type</u>	<u>Registration Number</u>	<u>Registration Date</u>
My Santa Experience	Federal	3719573	December 1, 2009