

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM321385

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Stamats Communications, Inc.		10/28/2014	CORPORATION: IOWA
RECEIVING PARTY DATA			
Name:	MarketImpact, Inc.		
Street Address:	204 Weston Way		
City:	Asheville		
State/Country:	NORTH CAROLINA		
Postal Code:	28803		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86160575	LIGHTENUP4LIFE	
CORRESPONDENCE DATA			
Fax Number:	3193658443		
<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:	3193659461		
Email:	uspto@shuttleworthlaw.com		
Correspondent Name:	JAMES C. NEMMERS		
Address Line 1:	PO BOX 2107		
Address Line 4:	CEDAR RAPIDS, IOWA 52406		
ATTORNEY DOCKET NUMBER:	24419-1		
NAME OF SUBMITTER:	James C. Nemmers		
SIGNATURE:	/James C. Nemmers/		
DATE SIGNED:	10/28/2014		
Total Attachments: 1			
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OP \$40.00 86160575

TRADEMARK ASSIGNMENT

WHEREAS, Stamats Communications, Inc., an Iowa corporation, has adopted in connection with its business the following trademark, application for which is pending in the United States Patent and Trademark Office (the "mark"):

Serial No.	Mark	Filing Date
86/160,575	LIGHTENUP4LIFE	January 8, 2014

WHEREAS, MarketImpact, Inc., a North Carolina corporation having a principal place of business at 204 Weston Way, Asheville, NC 28803 has acquired from Stamats Communications, Inc. the portion of the assets of its business to which the mark pertains, together with the goodwill of the business symbolized by the said mark; and MarketImpact, Inc. is continuing the business conducted by Stamats Communications, Inc. using the mark; and

WHEREAS, Stamats Communications, Inc. and MarketImpact, Inc. wish to confirm the transfer and assignment of said mark and application for registration.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Stamats Communications, Inc., does hereby assign and transfer to MarketImpact, Inc. all right, title and interest in and to the foregoing identified mark including the application for registration and any registration issued from the application, together with the goodwill of the business symbolized by the mark.

Dated this 28th day of October 2014.

STAMATS COMMUNICATIONS, INC.

By 
Guy Wendler, President