

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM326011

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CAIC, LLC		06/02/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Noise Marketing LLC		
Street Address:	c/o Engine USA, LLC		
Internal Address:	7th Floor, 460 Park Avenue South		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2918673	TRENDCENTRAL	
CORRESPONDENCE DATA			
Fax Number:	2127686800		
<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:	212-768-5367		
Email:	trademarks.us@dentons.com,ian.farias@dentons.com		
Correspondent Name:	Monica B. Richman, Dentons US LLP		
Address Line 1:	P.O. Box #061080		
Address Line 4:	Chicago, ILLINOIS 60606-1080		
ATTORNEY DOCKET NUMBER:	21610260.0014		
NAME OF SUBMITTER:	Monica B. Richman		
SIGNATURE:	/monica b. richman/		
DATE SIGNED:	12/12/2014		
Total Attachments: 2			
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source=TRENDCENTRAL - Trademark Assignment#page2.tif			

OP \$40.00 2918673

ASSIGNMENT

WHEREAS, CAIC, LLC, a limited liability company legally organized under the laws of Delaware (hereinafter "Assignor"), is the owner of the mark and the corresponding United States Patent and Trademark Office trademark registration listed below (the "Mark"):

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
TRENDCENTRAL	2918673	January 18, 2005

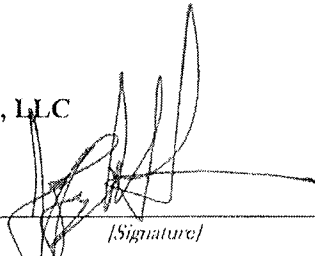
WHEREAS, Noise Marketing LLC, a Delaware limited liability company, with an address of c/o Engine USA, LLC, 7th Floor, 460 Park Avenue South, New York, New York 10016 (hereinafter "Assignee"), is desirous of acquiring said Mark and said registration thereof.

THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said Mark, together with the goodwill of the business symbolized by the Mark, and the registration thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said Mark or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed effective as of June 2, 2014.

CAIC, LLC

By: _____



[Signature]

JEFFREY M. FREEDMAN

[Signatory's Name]

GENERAL COUNSEL

[Signatory's Title]

Noise Marketing LLC

By: _____

[Signature]

[Signatory's Name]

[Signatory's Title]

ASSIGNMENT

WHEREAS, CAIC, LLC, a limited liability company legally organized under the laws of Delaware (hereinafter "Assignor"), is the owner of the mark and the corresponding United States Patent and Trademark Office trademark registration listed below (the "Mark"):

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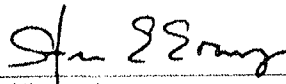
CAIC, LLC

By: _____
[Signature]

[Signatory's Name]

[Signatory's Title]

Noise Marketing LLC

By: 
[Signature]
Steve Evans
[Signatory's Name]
CFO
[Signatory's Title]