

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM329997

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BNP Media, Inc.		01/23/2015	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	BNP Media II, LLC		
Street Address:	2401 W. Big Beaver Road		
Internal Address:	Suite 700		
City:	Troy		
State/Country:	MICHIGAN		
Postal Code:	48084		
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3671270	SECURITY 500	
CORRESPONDENCE DATA			
Fax Number:	2482030763		
<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:	248-203-0537		
Email:	ipmail@dykema.com		
Correspondent Name:	John P. Guenther		
Address Line 1:	39577 Woodward Avenue		
Address Line 2:	Suite 300		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304		
ATTORNEY DOCKET NUMBER:	065043-0272		
NAME OF SUBMITTER:	Michael B. Comeau		
SIGNATURE:	/Michael B. Comeau/		
DATE SIGNED:	01/26/2015		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), effective as of the rd23 of January, 2015 (the "Effective Date"), is made by and between **BNP Media, Inc.** ("Assignor"), a Michigan corporation having an address of 2401 West Big Beaver Road, Troy, MI 480084, and **BNP Media II, LLC** ("Assignee"), a Michigan limited liability company having an address of 2401 W. Big Beaver, Suite 700, Troy, Michigan 48084.

WHEREAS, Assignor agrees to assign to Assignee the trademark SECURITY 500, including United States Trademark Registration No. 3,671,270 (the "Trademark"), and including all common law rights therein, together with the goodwill of the business that is ongoing and existing symbolized by the Trademark;

NOW, THEREFORE, in consideration of the promises and covenants contained herein and for other good and valuable consideration, the parties hereby agree as follows:

Assignor hereby assigns, sells and sets over unto the Assignee, its successors, legal representatives and assigns, the entire right, title, and interest in and to any and all rights and privileges associated with the Trademark, together with the goodwill of the business that is ongoing and existing symbolized by the Trademark, and any and all renewals thereof, and the right to bring suit and collect damages for past infringements thereof. Assignor hereby covenants and agrees that the Assignor will at any time upon the request and at the expense of the Assignee execute and deliver any and all papers and do all lawful acts that may be necessary or desirable to perfect said right, title, and interest and said rights and privileges in Assignee, its successors, assigns and legal representatives.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed as of the Effective Date.

BNP Media, Inc., Assignor

By:

Name:

Title:

Date:

Lisa L. Paulus
LISA L. PAULUS
FINANCE DIRECTOR
1-23-15