

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM330661

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lifetouch Portrait Studios Inc.		04/21/2014	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Lifetouch Inc.		
Street Address:	11000 Viking Drive, Suite 400		
City:	Eden Prairie		
State/Country:	MINNESOTA		
Postal Code:	55344		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	1932275	MAINSTREET PORTRAITS	
Registration Number:	2159873	PORTRAIT CREATIONS	
Registration Number:	2041189	PORTRAIT CREATIONS	
Registration Number:	2846671	EVERYDAY EXPRESSIONS	
Registration Number:	3578011	BIGSHOTS	
Registration Number:	3734148	GOPORTRAITS	
Registration Number:	2951977	GOPORTRAITS	
Registration Number:	4063880	MY ONLINE PORTRAITS	
Registration Number:	3518404	PICTUREME PORTRAIT STUDIOS	
Registration Number:	3525933	PICTUREME! PORTRAIT STUDIOS	
Registration Number:	1459761	CHURCH FAMILY ALBUMS	
Registration Number:	1459748	CHURCH FAMILY ALBUMS	
Registration Number:	3789381	CAPTURING MEMORIES TO LAST A LIFETIME	
Registration Number:	1686368	KIDDIE KANDIDS	
Registration Number:	3789377	KIDDIE KANDIDS PORTRAIT STUDIO	
Registration Number:	4154776	SHOOTING STARS PORTRAIT STUDIO	
CORRESPONDENCE DATA			
Fax Number:	6123329081		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			
TRADEMARK			

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using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 612.332.5300
Email: dmattessich@merchantgould.com
Correspondent Name: Danielle I. Mattessich
Address Line 1: Merchant & Gould P.C.
Address Line 2: P.O. Box 2910
Address Line 4: Minneapolis, MINNESOTA 55402

ATTORNEY DOCKET NUMBER:	15235.8
NAME OF SUBMITTER:	Danielle I. Mattessich
SIGNATURE:	/daniellemattessich/
DATE SIGNED:	02/01/2015

Total Attachments: 5

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TRADEMARK AND DOMAIN NAME ASSIGNMENT

WHEREAS, Lifetouch Portrait Studios Inc., a corporation organized under the laws of Minnesota (hereinafter "Assignor"), is the owner of the "trademarks" and "domain names" listed in Exhibit A (trademarks) and Exhibit B (domain names) that is the subject of this assignment.

WHEREAS, Lifetouch Inc., a corporation organized under the laws of Minnesota (hereinafter "Assignee"), having a principal place of business at 11000 Viking Drive, Suite 400, Eden Prairie, Minnesota 55344, is desirous of acquiring all right, title and interest in and to said trademarks and domain names listed in Exhibit A and Exhibit B.

Assignor hereby covenants it is the lawful owner of the rights in and to the respective trademarks and domain names, and that it has good right to sell and transfer the same to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor has sold, granted, conveyed, assigned and transferred, and by these presents does hereby sell, grant, convey, assign and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to said trademarks, together with the goodwill and other incidents of its business associated with or symbolized by said trademarks effective on the date of execution by both parties.

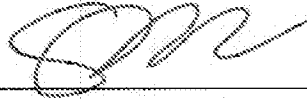
Assignor has sold, granted, conveyed, assigned and transferred, and by these presents does hereby sell, grant, convey, assign and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to said domain names effective on the date of the execution of this Agreement.

[SIGNATURE APPEARS ON FOLLOWING PAGE]

Lifetouch Portrait Studios Inc.,

Date: April 21, 2014

By: _____



Signature

Steven E. Suckow, Vice President Legal
Name & Title

EXHIBIT A
TRADEMARKS

U.S. Trademark Applications & Registrations

MARK	SERIAL OR REGISTRATION NO.	REGISTRATION/FILING DATE
BABYHOOD	Serial No. 85-098126	August 2, 2010
BIGSHOTS	Reg. No. 3,578,011	February 17, 2009
CAPTURING MEMORIES TO LAST A LIFETIME (CPI MISSION STATEMENT)	Reg. No. 3,789,381	May 18, 2010
EVERYDAY EXPRESSIONS	Serial No. 77-969279	March 26, 2010
EVERY DAY EXPRESSIONS	Reg. No. 2,846,671	May 25, 2004
FOTONET	Serial No. 85-395872	August 11, 2011
GOPORTRAITS	Reg. No. 2,951,977	May 17, 2005
GOPORTRAITS	Reg. No. 3,734,148	January 5, 2010
KIDDY KANDIDS PORTRAIT STUDIO	Reg. No. 3,789,377	May 18, 2010
KIDDY KANDIDS	Reg. No. 1,686,368	May 12, 1992
MAIN STREET PORTRAITS	Reg. No. 1,932,275	October 31, 1995
MY ONLINE PORTRAITS	Reg. No. 4,063,880	November 29, 2011
MYONLINEPORTRAITS.COM	Reg. No. 3,926,583	March 1, 2011
PICTUREME PORTRAIT STUDIOS	Reg. No. 3,518,404	October 14, 2008
PICTUREME! PORTRAIT STUDIOS	Reg. No. 3,525,933	October 28, 2008
PRO 8X10		
SHOOTING STARS PORTRAIT STUDIO	Reg. No. 4,154,776	June 5, 2012
MY STUDIO	Serial No. 77-699090	March 25, 2009
CHURCH FAMILY ALBUMS	Reg. No. 1,459,748 & Reg. No. 1,459,761	September 29, 1987 September 29, 1987
PORTRAIT CREATIONS	Reg. No. 2,041,189 & Reg. No. 2,159,873	February 25, 1997 May 26, 1998
CATCH THE MAGIC	Reg. No. 2,839,174	May 4, 2004
SMILE SAVER	Reg. No. 3,031,746	December 20, 2005

Canada Trademark Applications & Registrations

MARK	SERIAL OR REGISTRATION NO.	REGISTRATION/FILING DATE
BABYHOOD	1512423	January 24, 2011
BIGSHOTS	749,903	October 9, 2009
GOPORTRAITS	791,758	February 28, 2011
SMILE SAVER	222,852	September 2, 1977
SMILE SAVERS PLAN	553,953	March 16, 2001

EXHIBIT B**DOMAIN NAMES**

DOMAIN NAME	EXPIRATION DATE
fotonet.com	October 17, 2016
fotooffer.com	August 30, 2013
fotooffers.com	August 30, 2013
goportraits.com	August 11, 2013
kiddiekandids.xxx	December 1, 2021
kiddiekandidsportraitstudio.xxx	December 1, 2021
picturemeporraitstudios.xxx	December 1, 2021
portraitevent.com	February 8, 2014
proportraits.com	June 28, 2014
shootingstarsportraitstudio.com	April 28, 2015
Picture Me	August 3, 2015
americanbabyface.com	May 1, 2014
churchfamilyalbums.com	March 10, 2014
echurchdirectory.com	August 21, 2013
everydayexpressions.com	October 12, 2013
goportraitevent.com	April 1, 2014
goportraitevents.com	April 1, 2014
goportraitsevents.com	April 1, 2014
kiddiekandids.com	August 30, 2112
kidsporraits.com	August 11, 2013
mainstreetportraits.com	April 6, 2014
myonlineportraits.com	January 9, 2014
myportraitorder.com	January 9, 2014
myportraits.com	May 31, 2013
mymilesaver.com	November 7, 2013
mymilesavers.com	December 22, 2013
onlineportraits.com	December 15, 2015
pictureme.com	December 13, 2014
picturemespecials.com	November 24, 2014
portraitregistry.com	August 6, 2013
wowportraits.com	April 6, 2014