

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM332330

<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>
MechoShade Systems, Inc.		02/17/2015	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Joel Berman Associates, Inc.		
<b>Street Address:</b>	42-03 35th Street		
<b>City:</b>	Long Island City		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11101		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1225177	STRETCHWALL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	602-382-6228		
<b>Email:</b>	krigby@swlaw.com, ipdocket@swlaw.com		
<b>Correspondent Name:</b>	Howard Sobelman, Snell & Wilmer L.L.P.		
<b>Address Line 1:</b>	400 East Van Buren		
<b>Address Line 2:</b>	One Arizona Center		
<b>Address Line 4:</b>	Phoenix, ARIZONA 85004-2202		
<b>ATTORNEY DOCKET NUMBER:</b>	31949.00046		
<b>NAME OF SUBMITTER:</b>	Howard sobelman		
<b>SIGNATURE:</b>	/Howard Sobelman/		
<b>DATE SIGNED:</b>	02/17/2015		
<b>Total Attachments: 1</b>			
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**ASSIGNMENT OF TRADEMARKS**

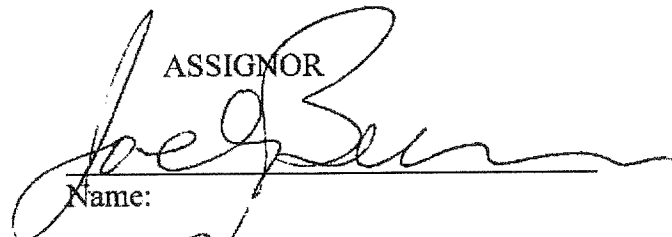
Whereas, **MechoShade Systems, Inc.** (Assignor) a New York corporation, having its principal offices at 42-03 35th Street Long Island City, New York 11101, is the owner of the trademarks listed on Schedule A attached hereto;

Whereas, **Joel Berman Associates, Inc.** (Assignee), a New York corporation having its principal place of business at 42-03 35th Street Long Island City, New York 11101, is desirous of acquiring all rights to said trademarks, including all common-law rights thereto;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to U.S. Trademark Registration No. 1,225,177, together with the goodwill of the business symbolized by said trademarks and any applications and registrations thereof, and including all common-law and other rights, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said trademarks and any applications and registrations thereof prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use. Assignor hereby agrees that it will execute any additional documents necessary to complete the recordal of this assignment in any country or jurisdiction where necessary.

The assignment is to a related company which is ongoing and existing and the transfer includes all the business appertaining thereto pursuant to 15 U.S.C. §1060.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of the Assignor and Assignee, does hereby execute this assignment to take effect on the 17 day of February, 2015.

ASSIGNOR  
  
Name: \_\_\_\_\_  
Title: Chairman