

03/17/2015

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

3/13/15  
MAR 13 2015  
Assignment Branch  
5th Floor



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To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

Multi-Ad Services, Inc.

- Individual(s)
- Partnership
- Corporation- State: Illinois
- Other \_\_\_\_\_

Citizenship (see guidelines) Illinois

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance/Execution Date(s) :**

Execution Date(s) March 9, 2015

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: MA AdBuilder, LLC

Street Address: 1720 W. Detweiller Drive

City: Peoria

State: Illinois

Country: USA Zip: 61615-1612

- Individual(s) Citizenship \_\_\_\_\_
- Association Citizenship \_\_\_\_\_
- Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship \_\_\_\_\_
- Other LLC Citizenship Delaware

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s) \_\_\_\_\_ Text \_\_\_\_\_

B. Trademark Registration No.(s)

1,353,207; 1,161,254

Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**

RECAS 1,353,207 AD-BUILDER 1,161,254

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Brian J. Meginnes

Internal Address: \_\_\_\_\_

Street Address: 416 Main Street, Suite 1400

City: Peoria

State: Illinois Zip: 61602

Phone Number: 309-672-6363

Docket Number: \_\_\_\_\_

Email Address: bmeGINNES@emrslaw.com

**6. Total number of applications and registrations involved:**

2

**7. Total fee (37 CFR 2.6(b)(6) & 3.41)** \$65.00

- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

03/17/2015 KNGUYEN1 00000023 1353207

Deposit Account Number \_\_\_\_\_ 40.00 OP

Authorized User Name \_\_\_\_\_ 25.00 OP

9. Signature: [Signature] Signature

March 9, 2015 Date

Brian J. Meginnes

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: \_\_\_\_\_

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

**TRADEMARK**  
**REEL: 005483 FRAME: 0572**

## **ASSIGNMENT OF TRADEMARK RIGHTS**

THIS ASSIGNMENT OF TRADEMARK RIGHTS (this "Assignment") made and effective March 4, 2015, by and between Multi-Ad Services, Inc., an Illinois corporation ("ASSIGNOR") and MA AdBuilder, LLC, a Delaware limited liability company ("ASSIGNEE").

WITNESSETH:

WHEREAS, ASSIGNOR has adopted and used, and is the exclusive owner of, certain trademarks and service marks used in, or related to the Business, including but not limited to any and all trade dress associated therewith, together with the goodwill of the Business symbolized thereby in connection with the products on which said trademarks are used or services on which the service marks are used (collectively, the "Products/Services"); and

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver and contribute to ASSIGNEE all of its right, title and interest in and to said trademarks together with the goodwill associated therewith.

NOW, THEREFORE, ASSIGNOR and ASSIGNEE, in consideration of the mutual agreements herein contained and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, do hereby agree as follows:

1. ASSIGNOR hereby conveys, transfers, assigns, delivers and contributes to ASSIGNEE, effective as of the date hereof, all of the ASSIGNOR'S right, title and interest in those trademarks and service marks set forth on Exhibit A attached hereto and by this reference incorporated herein, the United States Patent and Trademark Office and state registrations, renewals, applications and any other filings, certificates, affidavits or documents for or relating to said trademarks and service marks, whether issued, pending or otherwise, common law rights in and to said trademarks and service marks, together with (1) the goodwill of the Business relating to the Products/Services in respect upon which said trademarks and service marks are used and for which they are registered; (2) all income, royalties and damages hereafter due or payable to ASSIGNOR with respect to said trademarks and service marks and, including, without limitation, damages, and payments for past or future infringements and misappropriations of the trademarks and service marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the trademarks and service marks (collectively, the "Marks").

2. ASSIGNOR further conveys, transfers, assigns, delivers and contributes to ASSIGNEE all rights in the trade names, trade dress, labels, and designs associated with the Products/Services and the Marks.

3. ASSIGNOR further covenants that it will execute all documents, papers, forms, and authorizations and take all other actions that may be necessary for securing, completing or vesting in ASSIGNEE full right, title and interest in the Marks.

**IN WITNESS WHEREOF**, the parties hereto have duly executed under seal and delivered this Assignment, as of the day and year first above written.

**ASSIGNOR:**

MULTI-AD SERVICES, INC.

By: Shelby Vaughn

Print Name: Shelby Vaughn

Title: Vice President/Secretary

**ASSIGNEE:**

MA ADBUILDER, LLC

By: Shelby Vaughn

Print Name: Shelby Vaughn

Title: Vice President/Secretary

Exhibit A – Marks

STATE OF ILLINOIS        )  
  ) SS.  
COUNTY OF PEORIA        )

I, the undersigned, a Notary Public in and for said County and State, do hereby certify that Shelby Vaughn, personally known to me to be the Vice President/Secretary of Multi-Ad Services, Inc., an Illinois corporation, and personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that he signed, sealed and delivered said instrument as his free and voluntary act as Vice President/Secretary and as the free and voluntary act and deed of said corporation, for the uses and purposes therein set forth.

WITNESS my hand and notarial seal this 4<sup>th</sup> day of March, 2015.

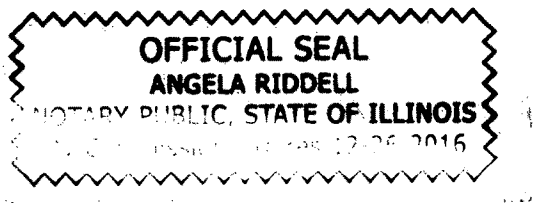


Angela Riddell  
Notary Public

STATE OF ILLINOIS        )  
  ) SS.  
COUNTY OF PEORIA        )

I, the undersigned, a Notary Public in and for said County and State, do hereby certify that Shelby Vaughn, personally known to me to be the Vice President/Secretary of MA AdBuilder, LLC, a Delaware limited liability company, and personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that he signed, sealed and delivered said instrument as his free and voluntary act as Vice President/Secretary and as the free and voluntary act and deed of said company, for the uses and purposes therein set forth.

WITNESS my hand and notarial seal this 4<sup>th</sup> day of March, 2015.



Angela Riddell  
Notary Public

EXHIBIT A

MARKS

Jurisdiction: USA

	<u>Serial Number</u>	<u>Registration Number</u>	<u>Registration Date</u>
RECAS	73-454222	1,353,207	August 6, 1985
AD-BUILDER	73-221097	1,161,254	July 14, 1981

Jurisdiction: United Kingdom

	<u>Serial Number</u>	<u>Registration Number</u>	<u>Registration Date</u>
MULTI AD ADBUILDER		2111900	October 2, 1996