

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM341192

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shared Mail Acquisitions, LLC		03/20/2015	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	Doodad Printing, LLC		
Street Address:	1850 Second Street, Suite 201		
Internal Address:	c/o Waveland Investments LLC		
City:	Highland Park		
State/Country:	ILLINOIS		
Postal Code:	60035		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3149692	DOODAD	
Registration Number:	3655141	DOOD ADS	
CORRESPONDENCE DATA			
Fax Number:	3125511101		
<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:	312-551-8300		
Email:	ipdocket@pfs-law.com		
Correspondent Name:	Patzik, Frank & Samotny Ltd.		
Address Line 1:	150 S. Wacker Drive		
Address Line 2:	Suite 1500		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	4492-014		
NAME OF SUBMITTER:	Scott W. Smilie		
SIGNATURE:	/Scott W. Smilie/		
DATE SIGNED:	05/13/2015		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

March 20, 2015

For good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, SHARED MAIL ACQUISITIONS, LLC, a Florida limited liability company ("Assignor"), hereby sells, transfers, assigns, and conveys to DOODAD PRINTING, LLC, a Delaware limited liability company ("Assignee"), the worldwide right, title and interest in and to the trademark registrations, service mark registrations, unregistered trademarks, unregistered service marks, and common law rights specifically listed on Schedule A attached hereto and made a part hereof, as well as the goodwill associated with the business symbolized thereby; and any renewals thereof; and all income, royalties, damages, license fees, licenses and payments now and hereafter due and/or payable with respect thereto (collectively, the "Trademarks"), the same to be held and enjoyed by Assignee for its own use and benefit, and for the use and benefit of its successors, assigns, or legal representatives, to the end of the term or terms for which such Trademarks may be granted or reissued, as fully and entirely as the same would have been held and enjoyed by Assignor if this sale and assignment had not been made. Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the date hereof of the Trademarks throughout the world, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

Assignor agrees without charge to Assignee but at Assignee's expense to execute and deliver to Assignee such instruments necessary to perfect the above-described transfer of, or to procure, the Trademarks or to maintain the Trademarks before both the United States Patent and Trademark Office and the Trademark Offices of any and all foreign countries, and to cooperate reasonably with Assignee, at Assignee's expense, in obtaining and/or providing information that is required in any proceedings relating to the Trademarks.

Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and the appropriate official in any other country, to issue any and all additional trademark and service mark registrations or amended registrations that have been or may be granted upon any application or petition for same for the Trademarks or any additional, continuing or divisional applications thereof to, to Assignee, its successors and/or assigns.

This Trademark Assignment shall be governed by, and construed and enforced in accordance with, the laws of the State of Delaware without regard to its principles of conflicts of law.

[Signature Page Follows]

IN WITNESS WHEREOF, this Trademark Assignment has been duly executed as of the date first written above.

ASSIGNOR:

SHARED MAIL ACQUISITIONS, LLC,
a Florida limited liability company

By: _____

Name: Thomas McCloskey

Its: Manager and Chief Executive Officer

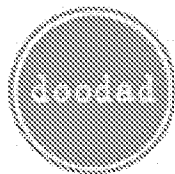
SCHEDULE A

TRADEMARK REGISTRATIONS

Trademark	U.S. Registration Number
DOODAD	3,149,692
DOOD ADS	3,655,141

Trademark	Mexico Serial Number / Registration Number
DOODAD	701205 / 940330

UNREGISTERED TRADEMARKS, SERVICE MARKS AND TRADE NAMES



- 1.
2. You can lean on us
3. Doodad Lancaster
4. Doodad Printing Co.