

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM346099

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Photoflex, Inc.		06/05/2015	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Promark International, Inc.		
Street Address:	1268 Humbracht Circle		
City:	Bartlett		
State/Country:	ILLINOIS		
Postal Code:	60103		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 34			
Property Type	Number	Word Mark	
Registration Number:	3041322	CINEDOME	
Registration Number:	3560830	CONSTELLATION3	
Registration Number:	3870174	COOLSTAR	
Registration Number:	3371768	FIRST STUDIO	
Registration Number:	3870123	FIRSTSTAR	
Registration Number:	3985620	FLASHFIRE	
Registration Number:	3045737	FLEXDROP	
Registration Number:	3843391	GIG BAG	
Registration Number:	4017375	GRIPJAW	
Registration Number:	3792901	HALFDOME	
Registration Number:	3116356	LITEDISC	
Registration Number:	2675072	LITEDOME	
Registration Number:	3355423	LITEIGLOO	
Registration Number:	3985609	LITEREACH	
Registration Number:	3129411	LITEROOM	
Registration Number:	3792924	MOVIEDOME	
Registration Number:	3176068	MULTIDISC	
Registration Number:	3041328	MULTIDOME	
Registration Number:	3041329	OCTODOME	

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Property Type	Number	Word Mark
Registration Number:	4658528	PHOTOFLEX
Registration Number:	1700270	PHOTOFLEX
Registration Number:	4021025	PHOTOFLEX LIGHTING SCHOOL
Registration Number:	1691230	PHOTOFLEX PROFESSIONAL PHOTOGEAR
Registration Number:	4042204	PHOTOFLEXLIGHTINGSCHOOL
Registration Number:	4410601	POWER OF LIGHT
Registration Number:	3792960	PRODUTY
Registration Number:	3792928	QUIKDISC
Registration Number:	3323049	ROCKSTEADY
Registration Number:	3028729	SILVERDOME
Registration Number:	4079119	STARFIRE
Registration Number:	3170617	STARLITE
Registration Number:	3792953	TRANSPAC
Registration Number:	4333485	TRITONFLASH
Registration Number:	3876296	WHITEDOME

CORRESPONDENCE DATA

Fax Number: 3126095005

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.

Phone: 312-609-7814

Email: amichalec@vedderprice.com

Correspondent Name: Anita A. Michalec

Address Line 1: 222 N. LaSalle St

Address Line 2: 25th Floor

Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER: 31080000023

NAME OF SUBMITTER: Anita A. Michalec

SIGNATURE: /Anita A. Michalec/

DATE SIGNED: 06/29/2015

Total Attachments: 11

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TRADEMARK ASSIGNMENT

WHEREAS, Photoflex, Inc., a California corporation, having a principal place of business at 97 Hangar Way, Watsonville, California 95076 (referred to herein as "Assignor") is transferring all of its entire right, title and interest in and to the trademarks, pending applications and registrations listed on Exhibit A attached hereto (hereinafter referred to as "Said Trademarks") pursuant to and in accordance with that certain Asset Purchase Agreement dated June 23, 2015 among Assignor, Assignee (as defined below) and Eugene Kester (the "APA");

WHEREAS, Promark International, Inc., an Illinois corporation, having its principal place of business at 1268 Humbracht Circle, Bartlett, Illinois 60103 (referred to herein as "Assignee") is desirous of acquiring the Assignor's entire right, title and interest in and to Said Trademarks;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that, in consideration of and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, and pursuant to the APA, Assignor does hereby sell, assign, transfer, and set over unto Assignee the entire right, title and interest in and to Said Trademarks, together with the goodwill of the business symbolized by Said Trademarks and in accordance with which Said Trademarks are used, together with all common law rights of Assignor, including the right to bring action and recover for past infringement, if any, of Said Trademarks.

Assignor agrees to execute all such documents, forms and authorizations as may be required in order to vest Assignor's entire right, title

and interest in and to Said Trademarks in Assignee, and consents to Assignee applying alone for recordal of Said Trademarks.

IN TESTIMONY WHEREOF, the undersigned representatives of Assignor and Assignee, being properly authorized to execute and deliver this Assignment, hereunto set their hands and affixed their seals.

Dated as of this 5th day of June, 2015.

PHOTOFLEX, INC.

PROMARK INTERNATIONAL, INC.

By: EULENIE A. WESTER
Title: General Counsel
Date: 6-5-2015

By: _____
Title: _____
Date: _____

[Notary Page Follows]

and interest in and to Said Trademarks in Assignee, and consents to Assignee applying alone for recordal of Said Trademarks.

IN TESTIMONY WHEREOF, the undersigned representatives of Assignor and Assignee, being properly authorized to execute and deliver this Assignment, hereunto set their hands and affixed their seals.

Dated as of this 23rd day of June, 2015.

PHOTOFLEX, INC.

PROMARK INTERNATIONAL, INC.

By: _____
Title: _____
Date: _____

By: Kenneth Ireland
Title: President
Date: 6/23/15

[Notary Page Follows]

STATE OF California)
) SS
COUNTY OF Santa Cruz)

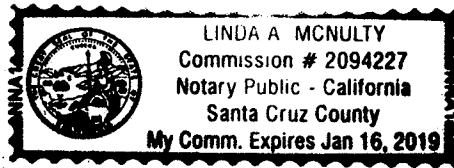
I Linda A. McNulty the undersigned, a Notary Public in and for the county and state aforesaid, do hereby certify that Eugene Kester, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that he signed, sealed and delivered the said instrument as his free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this 5th day of June 2015.

My Commission Expires:

January 16, 2019

Linda A McNulty
Notary Public



* * * * *

[End of Assignment]

STATE: _____) SS
COUNTY: _____)

I, _____, a Notary Public in and for the state and county aforesaid, do hereby certify that _____, personally known to me to be the same person whose name and corporate title is subscribed to the foregoing instrument, is duly entitled to execute said instrument on behalf of Photoflex, Inc., and appeared before me this day in person and acknowledged that he executed, sealed and delivered the said instrument on behalf of said corporation as a duly authorized officer thereof and as said corporation's free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this _____ day of _____, 2015.

Notary Public

My Commission Expires:

SEAL

STATE: Illinois) SS
COUNTY: Cook)

I, Brenda McCray, a Notary Public in and for the state and county aforesaid, do hereby certify that Kenneth Orlando, personally known to me to be the same person whose name and corporate title is subscribed to the foregoing instrument, is duly entitled to execute said instrument on behalf of Promark International, Inc., and appeared before me this day in person and acknowledged that he executed, sealed and delivered the said instrument on behalf of said corporation as a duly authorized officer thereof and as said corporation's free and voluntary act for the uses and purposes therein set forth.

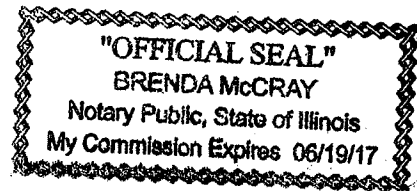
23rd IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this June day of _____, 2015.

Brenda McCray
Notary Public

My Commission Expires:

SEAL

June 19, 2017



[Exhibit A Follows]

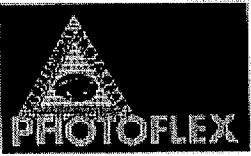

EXHIBIT A

Trademark with Application No. and Registration No.	Status and Key Dates	Goods and Services
CINEDOME RN: 3041322 SN: 78519628	Registered: January 10, 2006	(Int'l Class: 09) collapsible light directors and diffusers for use with photographic lighting equipment for professional and high-end photography
CONSTELLATION3 RN: 3560830 SN: 77490180	Registered January 13, 2009	(Int'l Class: 09) electrical lights for use in professional quality photography; strobe light apparatus for use in professional quality photography
COOLSTAR RN: 3870174 SN: 77969958	Registered November 2, 2010	(Int'l Class: 09) electrical lights for use in professional quality photography
FIRST STUDIO RN: 3371768 SN: 77140164	Registered: January 22, 2008	(Int'l Class: 09) electrical lights for use in professional quality photography; light directors and photographic lighting tents, all for use in professional quality photography; portable photography equipment, namely reflectors, tripods, light stands and lighting kits comprised of light directors, lights, light stands, diffusers and photographic lighting tents for use in professional quality photography
FIRSTSTAR RN: 3870123 SN: 77969529	Registered November 2, 2010	(Int'l Class: 09) electrical lights for use in professional quality photography; strobe light apparatus for use in

		professional quality photography
FLASHFIRE RN: 3985620 SN: 85184101	Registered June 28, 2011	(Int'l Class: 09) photographic flash units; strobe light apparatus for use in professional quality photography
FLEXDROP RN: 3045737 SN: 78520392	Registered: January 17, 2006	(Int'l Class: 09) collapsible light directors and backgrounds, and support structures therefor, all for use with photographic lighting equipment for professional and high-end photography
GIG BAG RN: 3843391 SN: 77969441	Registered Supplemental Register August 31, 2010	(Int'l Class: 09) bags for cameras and photographic equipment; cases for photographic apparatus
GRIPJAW RN: 4017375 SN: 85193583	Registered Supplemental Register August 23, 2011	(Int'l Class: 06) metal clamp-type fasteners for holding in place curtains, tarps, canvas, cloth and film covering material; metal clamps
HALFDOME RN: 3792901 SN: 77843521	Registered May 25, 2010	(Int'l Class: 09) collapsible light directors and diffusers for use with photographic lighting equipment for professional and high-end photography; light directors and photographic lighting tents, all for use with photographic lighting equipment for professional and high-end photography
LITEDISC RN: 3116356 SN: 78550189	Registered: July 18, 2006	(Int'l Class: 09) light directors and support structures therefor, all for use with photographic lighting equipment for professional and high-end photography

LITEDOME RN: 2675072 SN: 78074801	Registered: January 14, 2003	(Int'l Class: 09) collapsible light directors and diffusers for use with photographic lighting equipment for professional and high-end photography
LITEIGLOO RN: 3355423 SN: 77140552	Registered: December 18, 2007	(Int'l Class: 09) light directors and photographic lighting tents, all for use in professional quality photography
LITEREACH RN: 3985609 SN: 85183959	Registered June 28, 2011	(Int'l Class: 09) stands for photographic apparatus
LITEROOM RN: 3129411 SN: 78694858	Registered: August 15, 2006	(Int'l Class: 09) [light directors and] photographic lighting tents, all for use with photographic lighting equipment for professional and high-end photography
MOVIEDOME RN: 3792924 SN: 77843762	Registered May 25, 2010	(Int'l Class: 09) collapsible light directors and diffusers for use with photographic lighting equipment for professional and high-end photography; light directors and photographic lighting tents, all for use with photographic lighting equipment for professional and high-end photography
MULTIDISC RN: 3176068 SN: 78520414	Registered: November 28, 2006	(Int'l Class: 09) collapsible light directors and light stands, tripods and clamps for use therewith, all for use with photographic lighting equipment for professional and high-end photography

<p>MULTIDOME</p> <p>RN: 3041328 SN: 78519756</p>	<p>Registered: January 10, 2006</p>	<p>(Int'l Class: 09) collapsible light directors and diffusers for use with photographic lighting equipment for professional and high-end photography</p>
<p>OCTODOME</p> <p>RN: 3041329 SN: 78519760</p>	<p>Registered: January 10, 2006</p>	<p>(Int'l Class: 09) collapsible light directors and diffusers for use with photographic lighting equipment for professional and high-end photography</p>
<p>PHOTOFLEX</p> <p>RN: 4658528 SN: 86117642</p>	<p>Registered December 23, 2014</p>	<p>(Int'l Class: 09) photography lighting equipment, namely, reflectors, strobe connectors, reflecting discs, light domes, soft boxes, clamps specially adapted for use with photography lighting equipment, light stands and supports, and bags specially adapted for these goods; strobe light apparatus for use in professional quality photography</p>
<p>PHOTOFLEX</p> <p>RN: 1700270 SN: 74133692</p>	<p>Registered: July 14, 1992</p>	<p>(Int'l Class: 09) photographic equipment; namely, light stands, light domes, strobe connectors, reflecting discs, photographic umbrellas, photographic equipment bags and camera cases, and equipment clamps</p>
<p>PHOTOFLEX LIGHTING SCHOOL</p> <p>RN: 4021025 SN: 77848009</p>	<p>Registered September 6, 2011</p>	<p>(Int'l Class: 41) educational services in the field of professional quality photography, namely, providing on-line instructions, lessons and training exercises which offer advice in the field of professional photography</p>

<p>PHOTOFLEX PROFESSIONAL PHOTOGEAR and Design</p>  <p>RN: 1691230 SN: 74075520</p>	<p>Registered: June 9, 1992</p>	<p>(Int'l Class: 09) photographic equipment; namely, light stands, light domes, soft boxes, reflecting panels, strobe connectors, reflecting discs, photographic equipment bags, equipment clamps</p>
<p>PHOTOFLEXLIGHTINGSC HOOL and Design</p>  <p>RN: 4042204 SN: 85305248</p>	<p>Registered October 18, 2011</p>	<p>(Int'l Class: 41) providing on-line training, namely, lessons, examples, and advice in the field of professional quality photography; training in the use and operation of photographic and photographic lighting equipment</p>
<p>POWER OF LIGHT</p> <p>RN: 4410601 SN: 85851958</p>	<p>Registered October 1, 2013</p>	<p>(Int'l Class: 41) education services, namely, providing live and on-line classes and workshops in the field of photography; workshops and seminars in the field of photography</p>
<p>PRODUTY</p> <p>RN: 3792960 SN: 77844268</p>	<p>Registered May 25, 2010</p>	<p>(Int'l Class: 09) stands for photographic apparatus</p>
<p>QUIKDISC</p> <p>RN: 3792928 SN: 77843827</p>	<p>Registered May 25, 2010</p>	<p>(Int'l Class: 09) collapsible light directors and diffusers for use with photographic lighting equipment for professional and high-end photography</p>
<p>ROCKSTEADY</p> <p>RN: 3323049 SN: 77097847</p>	<p>Registered: October 30, 2007</p>	<p>(Int'l Class: 09) bags for cameras and photographic equipment</p>

SILVERDOME RN: 3028729 SN: 78519656	Registered: December 13, 2005	(Int'l Class: 09) collapsible light directors and diffusers for use with photographic lighting equipment for professional and high-end photography
STARFIRE RN: 4079119 SN: 85184017	Registered January 3, 2012	(Int'l Class: 09) photographic flash units; strobe light apparatus for use in professional quality photography
STARLITE RN: 3170617 SN: 78518736	Registered: November 14, 2006	(Int'l Class: 09) electrical lights for use in professional quality photography
TRANSPAC RN: 3792953 SN: 77844219	Registered May 25, 2010	(Int'l Class: 09) bags for cameras and photographic equipment; cases for photographic apparatus
TRITONFLASH RN: 4333485 SN: 85264675	Registered May 14, 2013	(Int'l Class: 09) electrical lights for use in professional quality photography; strobe light apparatus for use in professional quality photography
WHITEDOME RN: 3876296 SN: 77970040	Registered: November 16, 2010	(Int'l Class: 09) collapsible light directors and diffusers for use with photographic lighting equipment for professional and high-end photography; light directors and photographic lighting tents, all for use with photographic lighting equipment for professional and high-end photography