

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

07/21/2015
 900331772

ETAS ID: TM348734

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ENTITY CONVERSION

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Street Boutique, LLC		07/03/2015	LIMITED LIABILITY COMPANY:

RECEIVING PARTY DATA

Name:	Wilmore Boutique
Doing Business As:	Street Boutique, LLC
Street Address:	3275 Rivershire Drive Unit #2
City:	Greenfield
State/Country:	WISCONSIN
Postal Code:	53228
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES WISCONSIN

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	86296861	STREET BOUTIQUE

CORRESPONDENCE DATA

Fax Number:

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: 2406883353
Email: lee.sharlia@gmail.com
Correspondent Name: Sharlia Lee
Address Line 1: PO Box 825
Address Line 4: Occoquan, VIRGINIA 22125

NAME OF SUBMITTER:	Sharlia Lee
SIGNATURE:	/Sharlia Lee/
DATE SIGNED:	07/21/2015

Total Attachments: 10

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 source=Please_DocuSign_Business_Assets_of_Street_Bo#page2.tif
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OP \$40.00 86296861

ASSIGNMENT OF U.S. TRADEMARKS

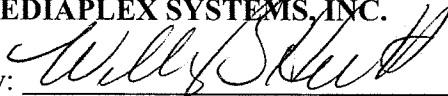
WHEREAS, MEDIAPLEX SYSTEMS, INC., a Kentucky corporation (“Assignor”) is the owner of the trademarks (the “Trademarks”) listed in the attached Schedule A; and

WHEREAS, MEDIABANK/MEDIAPLEX HOLDINGS, LLC, a Delaware limited liability company (“Assignee”), desires to acquire the entire right, title and interest in, to and under said Trademarks and registrations.

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00), to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, assign, transfer and set over to said Assignee all right, title and interest in, to and under the Trademarks together with any and all related common law rights and goodwill of the business symbolized by the Trademarks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made (“Assignment”).


IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers thereunto duly authorized.

MEDIAPLEX SYSTEMS, INC.

By: 
Name: William B. Hewitt
Title: President
Date: 10/6/08

STATE OF Kentucky)
COUNTY OF Jefferson) ss

Subscribed and sworn to before me this 6 day of Oct, 2008.


Notary Public

My Commission Expires: 10/3/2011

Schedule A

Trademark	Country	Status	Class	Application No. Application Date	Registration No. Registration Date
ADEXPENSE	U.S.	REGISTERED	35	75/689293 4/22/99	2567879 5/7/02
ADCLOCK	U.S.	RENEWED (REGISTERED)	9	74/674222 5/15/95	2012832 10/29/96
MEDIA DASHBOARD	U.S.	PENDING Intent to Use	9 42	78/319120 10/27/03	
ORDER VALET	U.S.	REGISTERED	9	78/192541 12/9/02	2810568 2/3/04
@DVAULT	U.S.	REGISTERED	39 41 42	75/741703 6/30/99	2571875 5/21/02
ADVAULT	U.S.	REGISTERED	35 39	75/267013 3/31/97	2286002 10/12/99
ADWARE	U.S.	REGISTERED	39 41 42	75/145927 8/5/96	2140173 3/3/98
ADWARE.COM	U.S.	REGISTERED	35	75/145928 8/5/96	2138322 2/24/98
ADWARE	U.S.	RENEWED (REGISTERED)	9	73/337076 11/13/81	1237133 5/10/83