

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM356715

<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>
Modernica, Inc.		09/09/2015	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The George Nelson Foundation		
<b>Street Address:</b>	174 Oakwood Avenue		
<b>City:</b>	Holland		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	49424		
<b>Entity Type:</b>	non-profit corporation: MICHIGAN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3733895	GEORGE NELSON	
<b>Registration Number:</b>	3823800	NELSON	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3125778994		
<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>	312-902-5200		
<b>Email:</b>	deborah.wing@kattenlaw.com		
<b>Correspondent Name:</b>	Deborah Wing c/o Katten Muchin Rosenman		
<b>Address Line 1:</b>	525 West Monroe Street		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60661		
<b>ATTORNEY DOCKET NUMBER:</b>	383745-1/GEORGE NELSON		
<b>NAME OF SUBMITTER:</b>	Deborah A. Wing		
<b>SIGNATURE:</b>	/DAW/		
<b>DATE SIGNED:</b>	09/29/2015		
<b>Total Attachments: 2</b>			
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ASSIGNMENT

This assignment is effective this 09 day of SEPT, 2015, between Modernica, Inc. ("Assignor") and The George Nelson Foundation ("Assignee").

WHEREAS, Assignor has adopted and used in its business the trademarks "GEORGE NELSON", "NELSON" and "HALF-NELSON", and claims ownership of all right, title, and interest in such marks ("the Trademarks");

WHEREAS, Assignor claims ownership of all right, title, and interest in and to U.S. Registration Nos. 3,733,895 and 3,823,800, which are registered with the United States Patent and Trademark Office (the "Registrations") for use in connection with the following goods:

[International Class 11] Electric lamps; Lamp shades; Lamps.

WHEREAS, Assignee desires to acquire from Assignor, and Assignor desires to grant to Assignee, on an as-is basis, all of Assignor's rights, title, and interest in and to the Trademarks and Registrations, together with that part of the goodwill of the business connected with, and symbolized by, Assignor's use of the GEORGE NELSON and NELSON marks, and all rights to assign and transfer interest thereto.

NOW THEREFORE, in consideration of the mutual promises, covenants, representations, and agreements contained herein, and for valuable consideration as referred to herein and in the Confidential Settlement Agreement, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

Assignor hereby grants, conveys, assigns, transfers, and quitclaims to Assignee, by execution hereof, any and all of Assignor's rights, title, and interest in and to the Trademarks and Registrations, together with that part of the goodwill of the business connected with, and symbolized by, Assignor's use of the GEORGE NELSON and NELSON marks, and the right to prosecute and recover monetary damages for any and all past, present, and future infringements and other violations of the Trademarks or Registrations, and the right to assign and transfer any rights and interests thereto.

This Assignment is subject to the terms and conditions of the Confidential Settlement Agreement among Assignor and Assignee dated SEPT. 09, 2015.

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MODERNICA, INC.

Signed:  \_\_\_\_\_

Name: JAY NOVAK

Title: PRES.

Date: SEPT. 09, 2015