

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM368367

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ESMR Enterprises, Inc.		07/01/2014	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	BDS Marketing, Inc.		
Street Address:	10 Holland		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92618		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4228936	RMSE	
CORRESPONDENCE DATA			
Fax Number:	6179518736		
<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:	6179518000		
Email:	jennifer.kagan@morganlewis.com		
Correspondent Name:	Jennifer Kagan, Paralegal		
Address Line 1:	One Federal Street		
Address Line 2:	Morgan, Lewis & Bockius LLP		
Address Line 4:	Boston, MASSACHUSETTS 02110		
ATTORNEY DOCKET NUMBER:	115395-0001		
NAME OF SUBMITTER:	Jennifer Kagan, Paralegal		
SIGNATURE:	/jenniferkagan/		
DATE SIGNED:	01/07/2016		
Total Attachments: 2			
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source=Fully Executed Assignment Agreement#page2.tif			

CH \$40.00 4228936

Service Mark and URL Assignments

This Assignment ("Assignment") is made effective as of July 1, 2014 from ESMR Enterprises, Inc., an Ohio corporation ("Assignor") to BDS Marketing, Inc., a corporation formed under the laws of California ("Assignee");

WHEREAS, Assignor is the owner of the service mark "RMSe", which was registered with the United States Patent and Trademark Office on October 23, 2012 as Reg. No. 4,228,936, (the "Service Mark"); and

WHEREAS, Assignor is the owner of the unregistered service marks and tradenames "Retail Marketing Services" and "Retail Marketing Services East", (the "Tradenames") and

WHEREAS, Assignor is the owner of the Internet domain names RMSE.COM and RMSEAST.COM (the "Domain Names"); and

WHEREAS, Assignor desires to convey, transfer, assign, and deliver to Assignee all of its right, title, and interest in and to the Service Mark, the Tradenames and the Domain Names;

NOW, THEREFORE, in consideration of the payment of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys, transfers, assigns, and delivers unto Assignee all of Assignor's right, title, and interest of whatever kind in and to the Service Mark, the Tradenames, and the Domain Names, together with (1) all goodwill associated with any of the aforementioned intellectual property; (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the aforementioned intellectual property, including without limitation, damages and payments for past or future infringements and misappropriations thereof; and (3) all rights to sue for past, present and future infringements or misappropriations of any of the aforementioned intellectual property.

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 Service Mark.

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Assignment, as of the day and year first above written.

ESMR Enterprises, Inc.
an Ohio Corporation

BDS Marketing, Inc.

By: Brent Dewey, President
Brent Dewey, President

By: _____
Mark Dean, CEO

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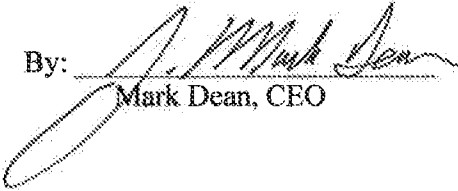
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BDS Marketing, Inc.

By: _____
Brent Dewey, President

By: 
Mark Dean, CEO