

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM399021

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Southern Graphic Systems, LLC		09/15/2016	Limited Liability Company: KENTUCKY
RECEIVING PARTY DATA			
Name:	Southern Graphics Inc.		
Street Address:	5301 Lewis Road		
City:	Sandston		
State/Country:	VIRGINIA		
Postal Code:	23150		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3761957	KWIKEE	
Registration Number:	3761958	KWIKEE	
Registration Number:	2777370	MULTIAD	
Registration Number:	2731474	MULTIAD	
Registration Number:	0895218	KWIKEE	
CORRESPONDENCE DATA			
Fax Number:	6123329081		
<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:	612-332-5300		
Email:	mmorris@merchantgould.com		
Correspondent Name:	Scott W. Johnston		
Address Line 1:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
ATTORNEY DOCKET NUMBER:	04972.0018US01		
NAME OF SUBMITTER:	Scott W Johnston		
SIGNATURE:	/SWJ/		
DATE SIGNED:	09/19/2016		

OP \$140.00 3761957

Total Attachments: 3

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TRADEMARK ASSIGNMENT


WHEREAS, Southern Graphic Systems, LLC, a Limited Liability Company of Kentucky, with an address of 626 West Main Street, Suite 500, Louisville, Kentucky 40202 ("Assignor") is the owner of all rights to the trademarks on the attached Schedule of Marks (collectively called "the Marks");

WHEREAS, Southern Graphics Inc., a corporation of Delaware and having a place of business at 5301 Lewis Road, Sandston, Virginia 23150 ("Assignee") is desirous of acquiring from Assignor all right, title and interest in and to said Marks and trademark registrations, and associated goodwill;

NOW THEREFORE, said Assignor hereby confirms and ratifies the assignment of rights, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said ASSIGNOR has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said ASSIGNEE, its successors or assigns, the entire right, title and interest in and to said Marks together with the goodwill and other incidents of its business associated with or symbolized by said trademarks, including the portion of the business assets associated with said Marks.

IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed by its duly authorized representative.

Southern Graphic Systems, LLC

By: 

Name and Title: Benjamin F. Harmon, IV
Vice President, General Counsel & Secretary

Dated: 15 September 2016

Schedule of Marks

Mark	Goods/Services	Ser./Reg. No.
KWIKEE	(Int'l Class: 35) Providing an online computer database featuring downloadable product images and logos and product data for use in promoting, advertising and merchandising products of others; compilation of advertisements for others in the nature of product images and logos and product data for use as web pages on the Internet.	RN: 3761957
KWIKEE	(Int'l Class: 9) Pre-recorded CD-ROMS and online downloadable electronic data files featuring graphic works and text featuring product images and logos and product data in the field of advertising, promotions and merchandising of others (Int'l Class: 16) Printed manuals featuring product images and logos and product data for use in advertising, promotions and merchandising of others	RN: 3761958
MULTIAD	(Int'l Class: 35) Providing advertising and marketing consulting, development and management services for others, namely product merchandising; cooperative advertising, creation and development of spec advertisements and ready-to-use advertisements for others; online computer database featuring downloadable product images, logos and product data, and creative advertising content; advertising services, namely, creating corporate and brand identity for others; preparing promotional plans and materials for use at trade shows; product merchandising services in the nature of plannogramming support for manufacturers and retailers, namely, preparing product displays, inventory control, preparing promotional shelf dividers, and providing product merchandising strategies for the arrangement of retail products on retail shelves or displays in order to increase customer purchases; records management services, namely, document indexing for others; dissemination of advertising content for others via the Internet; and consulting services related to all of the foregoing; production of print, audio, video, and multimedia materials, presentations and programs for others to use to promote their products and services; electronic publishing services, namely publication of text and graphic works of others on computer disks and online downloadable electronic files featuring product images and logos and product data for use in promoting, advertising and merchandising products (Int'l Class: 40) Photographic reproduction of documents and images for others; digital imaging and photography services; pre-press services, namely, electronic imaging, scanning, setting, digitizing, alteration, restoration and retouching of artwork, images, text, photographs, illustrations and graphic designs; photocomposition services for others; color separation services; preparing film and digital files, namely, previewing, proofing, manipulating, and reducing film and digital files for use in printing and multimedia production for others; laminating of sheets; post-production services, featuring non-linear editing, graphics production, film and videotape editing, film scanning, coloring and dubbing, multi-media composition of photo images and video material, graphic art work and animation, to the order and specification of others; printing services, namely, 1 to 5 color printing and large format printing (Int'l Class: 41) Audio recording and videotape production services and production of print, photographic, audio, video, multimedia or electronic presentations for others, and editing proof-books and reference books to the order and specification of participating product, food and beverage manufacturers	RN: 2777370

	(Int'l Class: 42) Document, data, text, image, photography and graphic works retrieval and conversion from one form of media to another; graphic art design and illustration services for others; integration of computer systems and networks, namely database and directory integration; computer services for others, namely, designing, programming, creating, implementing, maintaining, and hosting network web pages, user interfaces and websites for others, hosting content management systems for others; digital asset management services for others; and creating promotional kiosks, namely, custom design of kiosks for use at tradeshow	
MULTIAD	(Int'l Class: 9) Co-op advertising and recovery system, namely computer software programs that provide text and graphics handling capabilities for layout of multi-page documents and display advertisements and prerecorded computer disks featuring product images and logos and product data sold together as a unit in the media industry; prerecorded computer disks featuring product images and logos and product data in the field of advertising, promotions and merchandising; and online downloadable electronic files in the nature of graphic works and text featuring product images and logos and product data in the field of advertising, promotions and merchandising (Int'l Class: 16) Printed manuals and reference books featuring product images and logos and product data for use in advertising, promotions and merchandising	RN: 2731474
KWIKEE (Stylized)	(Int'l Class: 35) Advertising services-namely, compiling, editing and servicing proof books to the order and specifications of participating product, food and beverage manufacturers	RN: 895218