

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM401126

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MR Direct, Inc.		09/15/2016	Corporation: OHIO
RECEIVING PARTY DATA			
Name:	Elkay Manufacturing Company		
Street Address:	2222 Camden Court		
City:	Oak Brook		
State/Country:	ILLINOIS		
Postal Code:	60523		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	4886575	AURORA	
Registration Number:	4737876	HOME REALITY	
Registration Number:	4742173	MR DIRECT SINKS & FAUCETS	
Registration Number:	4742169	MR DIRECT INTERNATIONAL DISTRIBUTORS	
Registration Number:	4659216	MR DIRECT	
Registration Number:	4886574	POLARIS SINKS	
Registration Number:	4742252	POLARIS SINKS	
Registration Number:	4742200	POLARIS SINKS	
Registration Number:	4659651	SIR FAUCET	
Registration Number:	4742199	SOLERA SINKS	
Registration Number:	4742189	SOLERA SINKS	
Serial Number:	86291784	AURORA SINKS	
Serial Number:	86291791	RENE SINKS	
Serial Number:	87111174	SIR FAUCET	
Serial Number:	87111168	R RENÉ	
Serial Number:	87110749	M R SIR	
CORRESPONDENCE DATA			
Fax Number:	6127661600		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			
TRADEMARK			

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using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 6127667000
Email: tmmpls@faegrebd.com
Correspondent Name: Dianna Gould/Sarah House
Address Line 1: 90 South Seventh Street
Address Line 2: 2200 Wells Fargo Center
Address Line 4: Minneapolis, MINNESOTA 55402

ATTORNEY DOCKET NUMBER:	483781.379909
NAME OF SUBMITTER:	Sarah M. House
SIGNATURE:	/Sarah M House/
DATE SIGNED:	10/06/2016

Total Attachments: 2
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Trademark Assignment

WHEREAS, MR Direct, Inc., a corporation under the laws of Ohio, ("Assignor"), is the owner of the following trademark applications and registrations set forth on the accompanying Schedule A (the "Marks");

WHEREAS, Elkay Manufacturing Company, a corporation under the laws of Delaware, (the "Assignee"), is desirous of acquiring said Marks and all title and rights thereunder, together with the goodwill of the business with which the Marks is used and which is symbolized by the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks, including any applications to register the Marks, together with the goodwill of the business symbolized by the Marks, all common law rights related to the Marks, all rights of renewal and extension, and the right to recover for damages and profits for past infringements thereof.

MR Direct, Inc.

Date: 9-15-2016

By: [Signature]

Name: Ryan Schwartz

Title: President

SCHEDULE A
U.S. Trademarks

Mark	Int. Class	Reg. No.	App. Date Reg. Date
AURORA (& Design)	Int. Cl.: 35	4,886,575	07/10/2014 01/12/2016
HOME REALITY	Int. Cl.: 35	4,737,876	05/27/2014 05/19/2015
MR DIRECT SINKS & FAUCETS (& Design)	Int. Cl.: 35	4,742,173	05/09/2014 05/26/2015
MR DIRECT INTERNATIONAL DISTRIBUTORS (& Design)	Int. Cl.: 35	4,742,169	05/08/2014 05/26/2015
MR DIRECT	Int. Cl.: 35	4,659,216	05/08/2014 12/23/2014
POLARIS SINKS (& Design)	Int. Cl.: 35	4,886,574	07/10/2014 01/12/2016
POLARIS SINKS (& Design)	Int. Cl.: 35	4,742,252	06/02/2014 05/26/2015
POLARIS SINKS	Int. Cl.: 35	4,742,200	05/16/2014 05/26/2015
SIR FAUCET	Int. Cl.: 35	4,659,651	05/27/2014 12/23/2014
SOLERA SINKS (& Design)	Int. Cl.: 35	4,742,199	05/16/2014 05/26/2015
SOLERA SINKS	Int. Cl.: 35	4,742,189	05/14/2014 05/26/2015
AURORA SINKS	Int. Cl.: 35	86/291,784	05/27/2014 Pending
RENE SINKS	Int. Cl.: 35	86/291,791	05/27/2014 Pending
SIR FAUCET (& Design)	Int. Cl.: 35	87/111,174	07/21/2016 Pending
R RENÉ (& Design)	Int. Cl.: 35	87/111,168	07/21/2016 Pending
M R SIR	Int. Cl.: 35	87/110,749	07/20/2016 Pending