

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM451052

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SWAP O RAMA, INC.		12/31/2015	Corporation:
RECEIVING PARTY DATA			
Name:	SWAP-O-RAMA MARKETS LLC		
Street Address:	1723 S. Michigan Avenue		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60616		
Entity Type:	Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2988740	SWAP-O-RAMA	
CORRESPONDENCE DATA			
Fax Number:	3124605000		
<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>			
Email:	patentdocket_chi@seyfarth.com		
Correspondent Name:	Patrick T. Muffo		
Address Line 1:	Seyfarth Shaw LLP		
Address Line 2:	233 S. Wacker Drive, Suite 8000		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Patrick T. Muffo		
SIGNATURE:	/Patrick T. Muffo/		
DATE SIGNED:	11/15/2017		
Total Attachments: 3			
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source=052197-3 Assignment#page2.tif			
source=052197-3 Assignment#page3.tif			

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made and entered into as of December 31, 2015 (the "Effective Date") by and between PLCSI, Inc., a Delaware corporation ("PLCSI" or "Assignor"), and Swaporama, LLC, an Illinois limited liability company ("Swaporama" or "Assignee").

WHEREAS, PLCSI and Swaporama are parties to that certain Contribution Agreement dated as of the date hereof, whereby PLCSI has agreed to assign and deliver to Swaporama the trademark set forth on Schedule A attached hereto, including any registrations or recordations, applications, or foreign equivalents thereof, and any goodwill associated with the foregoing (collectively, the "Trademarks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, PLCSI do hereby assign, transfer and set over to Swaporama, the entire right, title and interest in and to the Trademarks, for the United States and for all foreign countries, including, without limitation, all corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, for Swaporama's own use and enjoyment, and for the use and enjoyment of Swaporama's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by PLCSI if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement, dilution, or misappropriation of the Trademarks, with the right to sue for, and collect the same for Swaporama's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

PLCSI shall take all further actions, and provide Swaporama, Swaporama's successors, assigns or other legal representatives, all such cooperation and assistance (including the execution and delivery of any and all affidavits, declarations, oaths, exhibits, assignments, powers of attorney or other documentation) requested by Swaporama to more fully and effectively effectuate the purposes of this Assignment.

* * * * *

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

ASSIGNOR:

PLCSI, Inc.

By: 

Name: Phillip Leonian

Title: President

ASSIGNEE:

SWAPORAMA, LLC

By: 

Name: Phillip Leonian

Title: Manager

SCHEDULE A

U.S. TRADEMARK REGISTRATIONS

Mark	Registration Number
SWAP-O-RAMA	2988740