

6-20-05

CIT 826

Form PTO-1594 (Rev. 03/05)
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

RECORDED TRADemark	06-23-2005	
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To the Director of the U. S. Patent and Trademark Office or the new address(es) below.

1. Name of conveying party(ies):
SHC DIRECT, INC.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation- State: DELAWARE
 Other _____

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

103028900

2. Name of receiving party(ies) _____

Additional names, addresses, or citizenship attached? Yes No

Name: SHC DIRECT, LLC
Internal Address: _____
Address: _____
Street Address: 1020 WEST 31ST STREET, SUITE 225
City: DOWNERS GROVE
State: ILLINOIS
Country: USA Zip: 60515-5504

Association Citizenship _____
 General Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation Citizenship _____
 Other LIMITED LIABILITY Citizenship US

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) JUNE 9, 2005

Assignment Merger
 Security Agreement Change of Name
 Other _____

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) _____
B. Trademark Registration No.(s) 2,260,848

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: KARL F. MILDE, JR.
Internal Address: MILDE & HOFFBERG, LLP
Street Address: 10 BANK STREET - STE. 460
City: WHITE PLAINS
State: NEW YORK Zip: 10606
Phone Number: 914-949-3100
Fax Number: 914-949-3416
Email Address: INTPROP@AOL.COM

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 50-0427
Authorized User Name KARL F. MILDE, JR.

9. Signature: *Karl F. Milde, Jr.* JUNE 15, 2005
Signature Date

06/22/2005 DBYRME
01 FC:8521

0000272 2260848 KARL F. MILDE, JR. Total number of pages including cover sheet, attachments, and document: 3

40.00 Name of Person Signing

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK
REEL: 003183 FRAME: 0985

ASSIGNMENT

WHEREAS, SHC DIRECT, INC., a corporation of the State of Delaware, with offices at 2801 Finley Road, Suite 204, Downers Grove, Illinois 60515, (hereinafter called "Assignor"), is the owner of the trademark "SHC DIRECT" ("Trademark") as well as the U.S. Trademark Registration No. 2,260,848 for this Trademark;

WHEREAS, SHC DIRECT, LLC, a limited liability company organized and existing under the laws of the State of Delaware, with offices at 1020 West 31st Street, Suite 225, Downers Grove, IL 60515-5504, (hereinafter called "Assignee") is desirous of acquiring said Trademark and said Trademark Registration;

NOW, THEREFORE, in consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, SHC DIRECT, INC. does hereby assign, transfer and convey to SHC DIRECT, LLC, the entire right, title and interest in and to said Trademark, said Trademark Registration, and any good will of the business associated with or symbolized by said Trademark, including the right to sue for prior infringement of any rights in and to said Trademark.

SHC DIRECT, INC.

6/9/05
Date

By David Harris
Name : David Harris
Title: EVP, COO