

**TRADEMARK ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	08/12/2007		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
RentalMax L.L.C.		08/12/2007	LIMITED LIABILITY COMPANY: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
Name:	Phoenix Event Services, LLC		
Street Address:	9480 W. 55th Street		
City:	McCook		
State/Country:	ILLINOIS		
Postal Code:	60525		
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Registration Number:	2533836	BRAUN	
Registration Number:	2469844	BRAUN	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(414)297-4900		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-297-5723		
Email:	ptomailmilwaukee@foley.com		
Correspondent Name:	Richard J. McKenna		
Address Line 1:	Foley & Lardner LLP		
Address Line 2:	777 E. Wisconsin Avenue		
Address Line 4:	Milwaukee, WISCONSIN 53202-5306		
ATTORNEY DOCKET NUMBER:	036314-0106		
NAME OF SUBMITTER:	Jill M. Schenk		

OP \$65.00 2533836

Signature:

/Jill M. Schenk/

Date:

09/27/2007

Total Attachments: 1  
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**ASSIGNMENT OF TRADEMARKS**

WHEREAS, RentalMax L.L.C., a Wisconsin limited liability company, doing business at 908 East Roosevelt Road, Wheaton, Illinois 60187 (hereinafter referred to as the "Assignor"), was the owner of the U.S. trademark registrations BRAUN (Reg. No. 2,533,836) and BRAUN & Design (Reg. No. 2,469,844) and all associated rights (the "Marks") and assigned the Marks along with the good will of the business in connection with the Marks, to Phoenix Event Services, LLC, an Illinois limited liability company, doing business at 9480 W. 55<sup>th</sup> Street, McCook, Illinois 60525 (hereinafter referred to as the "Assignee"), but without having executed a formal assignment document; and

WHEREAS, said Assignee now desires such formal assignment in order to record the same in the United States Patent and Trademark Office;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor hereby confirms the aforesaid assignment and does hereby assign, nunc pro tunc, and/or as of anytime prior to the present when such assignment was in fact equitably affected, to the aforesaid Assignee, all right, title and interest in and to the said Marks it may have, that part of the good will of the business connected with the Marks, as well as all rights to injunctive relief, damages or profits, due or accrued, arising out of past infringement of said Marks or injury to the said good will, and the right to sue for and recover the same in its, the Assignee's, own name.

IN WITNESS WHEREOF, this Assignment has been executed by an authorized representative of Assignor this 12 day of August, 2007.

RentalMax L.L.C.  
(Assignor)

By: Harry T. Hagy Jr member  
(Signature)

Name: HARRY T. HAGY JR.  
(Print Name)

Title: President (member)