

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
John J. Hong		10/15/2010	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Uncommon LLC		
<b>Street Address:</b>	311 North Aberdeen Street Ste 300A		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60607		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77855080	WE PROVIDE THE CANVAS. YOU PROVIDE THE INSPIRATION.	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(847)925-9337		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	847-925-9333		
<b>Email:</b>	cmarcello@bishoppatents.com		
<b>Correspondent Name:</b>	Bishop & Diehl		
<b>Address Line 1:</b>	1320 Tower Road		
<b>Address Line 4:</b>	Schaumburg, ILLINOIS 60173		
<b>ATTORNEY DOCKET NUMBER:</b>	002009 T0014		
<b>NAME OF SUBMITTER:</b>	Nicholas S. Lee		
<b>Signature:</b>	/Nicholas S. Lee/		
<b>Date:</b>	10/15/2010		

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Total Attachments: 2

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## ASSIGNMENT OF TRADEMARK

**WHEREAS**, John J. Hong, an individual having an address at #442 207 East Ohio Avenue, Chicago, Illinois 60611 ("Assignor"), has adopted, owns and is using the Mark, **WE PROVIDE THE CANVAS. YOU PROVIDE THE INSPIRATION.** ("the Mark") in connection with carrying cases and bags designed for storage and transportation of consumer electronics, cellular phones, media players, laptop computers; and,

**WHEREAS**, Assignor owns an application for the Mark currently pending at the United States Patent and Trademark Office in connection with the goods identified therein, Application Serial No. 77/855,080, filed on October 22, 2009; and,

**WHEREAS**, Uncommon, LLC, a Delaware limited liability company, having a primary address of 311 North Aberdeen Street, Suite 300A, Chicago, IL 60607 ("Assignee"), is desirous of acquiring all right, title and interest in the above-identified trademark registration, together with the goodwill of the business symbolized by the trademark;

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registration thereof, and the right to recover all relief for past infringement or violations of law relating to the Mark, the same to be held and enjoyed by the Assignee for his own use and benefit, and for his legal representatives and assigns, to the full term of the registration, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment and sale not been made.

This Assignment executed at on OCTOBER 15, 2010.

JOHN J. HONG

By: \_\_\_\_\_  
Name: JOHN J. HONG

SUBSCRIBED and SWORN to before me this 15<sup>th</sup> of October, 2010

Lucinda M. Marcello Notary Public

Lucinda M. Marcello

My Commission Expires: 7-20-2013

