

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	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>
S.G. Ventures LLC		10/15/2010	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Uncommon LLC		
<b>Street Address:</b>	311 North Aberdeen Street, Suite 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: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77778922	UNCOMMON	
<b>Serial Number:</b>	77788725	UNCOMMON	
<b>Serial Number:</b>	77788738	UN	
<b>Serial Number:</b>	77789891	UN	
<b>Serial Number:</b>	85012821	INQUE	
<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, Ltd.		
<b>Address Line 1:</b>	1320 Tower Road		
<b>Address Line 4:</b>	Schaumburg, ILLINOIS 60173		
<b>ATTORNEY DOCKET NUMBER:</b>	002009 T0002-4-5-6-31		

OP \$140.00 77778922

**900174107**

**TRADEMARK  
 REEL: 004297 FRAME: 0095**

NAME OF SUBMITTER:	Nicholas S. Lee
Signature:	/Nicholas S. Lee/
Date:	10/15/2010
Total Attachments: 2 source=20101015_Assignment_002009_T0002_4_5_6_31#page1.tif source=20101015_Assignment_002009_T0002_4_5_6_31#page2.tif	

**ASSIGNMENT OF TRADEMARKS**

**WHEREAS**, S.G. Ventures LLC, a Delaware limited liability company having a business address at 1012 West Lake Street, Chicago, Illinois 60607 ("Assignor"), has adopted, owns and is using following Marks ("the Marks") in connection with carrying cases and bags designed for storage and transportation of consumer electronics, cellular phones, media players, laptop computers and:

UNCOMMON, U.S. Trademark Application Serial No. 77/778,922,  
filed July 10, 2009

UNCOMMON (Design), U.S. Trademark Application Serial No. 77/788,725,  
filed July 24, 2009

UN (Design), U.S. Trademark Application Serial No. 77/788,738,  
filed July 24, 2009

UN (Design), U.S. Trademark Application Serial No. 77/789,891,  
filed July 27, 2009

INQUE, U.S. Trademark Application Serial No. 85/012,821,  
filed April 13, 2010

**WHEREAS**, Assignor owns an application for each Mark currently pending at the United States Patent and Trademark Office in connection with the goods identified therein; 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 applications, together with the goodwill of the business symbolized by the trademarks;

**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 Marks, together with the goodwill of the business symbolized by the Marks, and the registration thereof, and the right to recover all relief for past infringement or violations of law relating to the Marks, 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.

S.G. Ventures LLC

By: \_\_\_\_\_  
Name: JOHN HONG  
Title: CEO

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

