

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MagneCorp Inc.		09/13/2010	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Southern Imperial, Inc.		
Street Address:	1400 Eddy Avenue		
City:	Rockford		
State/Country:	ILLINOIS		
Postal Code:	61103		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3190482	MAGNECORP	
Registration Number:	2836275	SIGNKEEPER	
Registration Number:	3600752	SIMPLE SOLUTIONS FOR HANGING & HOLDING	
Registration Number:	1742723	SIGN EEZ	
Registration Number:	1245241	MAGNACLAMP	
CORRESPONDENCE DATA			
Fax Number:	(815)654-5770		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	rockmail@reinhartlaw.com		
Correspondent Name:	Andrew J. Heinisch		
Address Line 1:	2215 Perrygreen Way		
Address Line 4:	Rockford, ILLINOIS 61107		
ATTORNEY DOCKET NUMBER:	508030		
NAME OF SUBMITTER:	Andrew J. Heinisch		

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**TRADEMARK
 REEL: 004305 FRAME: 0126**

Signature:	/Andrew J. Heinisch/
Date:	10/27/2010
Total Attachments: 1 source=Assignment from MagneCorp to Southern Imperial#page1.tif	

ASSIGNMENT OF TRADEMARK

WHEREAS, MagneCorp Inc., a Minnesota corporation ("Assignor") with offices at 1920 Annapolis Lane North, Minneapolis, MN 55441-3751, Seller has adopted and used the following marks in commerce and registered each with the United States Patent and Trademark Office and paid all required renewal fees to maintain these marks as live as follows:

TRADEMARK	REGISTRATION NUMBER
MAGNECORP	3,190,482
SIGN KEEPER	2,836,275
SIMPLE SOLUTIONS FOR HANGING & HOLDING	3,600,752
SIGN EZZ	1,742,723
MAGNACLAMP and design	1,245,241

and

WHEREAS, Assignor wishes to assign the marks subject to the above-identified registrations, as well as the goodwill of the business connected with the use of and symbolized by the marks together with all of Assignor's rights to the documents in the possession of and work product thereof of Assignor's trademark counsel Richard O. Bartz, Bartz & Bartz, P.A., 6950 France Avenue South, Suite 119, Edina, MN 55435; and

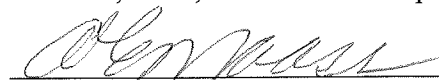
WHEREAS, SOUTHERN IMPERIAL INC., an Illinois corporation ("Assignee") located at 1400 Eddy Avenue, Rockford, IL 61103, desires to acquire said marks and the registration therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the foregoing recitals are hereby incorporated as a part of the agreement between the parties, and Assignor does hereby assign to Assignee all right, title, and interest in and to the marks, and the federal registrations therefor, together with the goodwill of the business symbolized by the marks and all rights to sue and recover for past and present infringements together with all of Assignor's rights to the documents in the possession of and work product thereof of Assignor's trademark counsel Richard O. Bartz, Bartz & Bartz, P.A., 6950 France Avenue South, Suite 119, Edina, MN 55435.

Signed in Rockford, Illinois, this 13th day of September, 2010.

MAGNECORP, INC., a Minnesota corporation

By:


Arthur Edward Maass, President