

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
	IDYou & Co. LLC		03/22/2011
			LIMITED LIABILITY COMPANY: NEVADA
RECEIVING PARTY DATA			
Name:	Montgomery Ward, Inc.		
Street Address:	1112 7th Avenue		
City:	Monroe		
State/Country:	WISCONSIN		
Postal Code:	53566		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	85093981	THE GIFT THAT KEEPS ON GIVING
CORRESPONDENCE DATA			
Fax Number:	(312)427-6663		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312.427.1300		
Email:	chiustm@ladas.net		
Correspondent Name:	David C Brezina		
Address Line 1:	224 South Michigan Ave		
Address Line 2:	Suite 1600		
Address Line 4:	CHICAGO, ILLINOIS 60604		
ATTORNEY DOCKET NUMBER:	CTG05949		
NAME OF SUBMITTER:	David C. Brezina		
Signature:	/David C. Brezina/		
Date:	03/25/2011		
Total Attachments: 1 source=Signed Assignment#page1.tif			

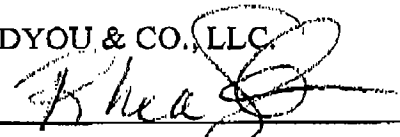
CH \$40.00 85093981

ASSIGNMENT

For and in consideration of the settlement of Opposition No. 91-197942 and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, IDYOU & CO., LLC of 4675 West Teco Avenue, Suite 145, Las Vegas, Nevada 89118 (hereinafter referred to as "APPLICANT") (the "ASSIGNOR"), hereby assigns, sells, conveys, and transfers to MONTGOMERY WARD, INC., a Wisconsin Corporation having a place of business at 1112 7th Avenue Monroe, WI 53566-8016 (the "ASSIGNEE"), all right, title, and interest in and to the service mark THE GIFT THAT KEEPS ON GIVING (the "Mark") and Application Serial No. 85-093981 therefore, that portion of the business to which the mark relates and the goodwill of the business in which the Mark is used, together with all claims against any third parties for damages and other relief by reason of infringement, with the right to sue and collect the same for its own use and for the use of its successors and assigns, *nunc pro tunc*, July 27, 2010.

ASSIGNOR: IDYOU & CO., LLC

Signed:



Printed:

Rhea Sherwan

Title:

member

Date:

3/22/11