

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
Resource Holdings, LLC		08/02/2011	LIMITED LIABILITY COMPANY: OHIO
RECEIVING PARTY DATA			
Name:	Resource Ventures, Ltd.		
Street Address:	343 North Fourth Street		
City:	Columbus		
State/Country:	OHIO		
Postal Code:	43215		
Entity Type:	LIMITED LIABILITY COMPANY: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2900278	BRAND LENS	
CORRESPONDENCE DATA			
Fax Number:	(614)464-2634		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6144625400		
Email:	trademarks@keglerbrown.com		
Correspondent Name:	Kegler Brown / Stephen C. Barsotti		
Address Line 1:	65 East State Street		
Address Line 2:	Suite 1800		
Address Line 4:	Columbus, OHIO 43215		
ATTORNEY DOCKET NUMBER:		BRANDLENSASSGMNT	
NAME OF SUBMITTER:		Stephen C. Barsotti	
Signature:		/SCB/	

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**TRADEMARK
 REEL: 004596 FRAME: 0825**

Date:

08/03/2011

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

This Assignment is made as of August 2, 2011, by and between Resource Holdings, LLC, an Ohio limited liability company of 343 North Front Street, Columbus, Ohio 43215 (the "Assignor"), and Resource Ventures, Ltd., an Ohio limited liability company of 343 North Front Street, Columbus, Ohio 43215 (the "Assignee").

BACKGROUND:

A. Assignor is the owner of the trademark BRAND LENS, Registration No. 2,900,278 used in association with "business marketing consulting services" in International Class 035, along with the goodwill associated with the mark (hereinafter the "Mark").

B. Assignee is desirous to acquire all right, title, and interest in the Mark, the goodwill symbolized by the Mark, and the registration of the Mark.

THE PARTIES AGREE AS FOLLOWS:

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer, convey and deliver to Assignee all of the Assignor's right, title and interest in and to the Mark, including all claims for past infringement and all causes of action with respect to or arising out of the use of the Mark, together with the goodwill associated with the Mark.

Assignor further covenants to execute, when requested, such additional instruments and documents as may be necessary or desirable to effectuate the purposes of this Assignment.

