

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
STELLAService LLC		05/16/2011	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	STELLAService Inc.		
Street Address:	27 W. 20th Street, Suite 400		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10011		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	85154144	STELLA SERVICE APPROVED	
Serial Number:	85154107	STELLA SERVICE ELITE	
Serial Number:	85154133	STELLA SERVICE EXCELLENT	
Serial Number:	77841296	STELLASERVICE	
Serial Number:	77841184	STELLA SERVICE	
Serial Number:	85266712		
CORRESPONDENCE DATA			
Fax Number:	(303)298-0940		
Phone:	303-299-8424		
Email:	bwolf@sah.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Brian T. Wolf		
Address Line 1:	633 17th St., Suite 3000		
Address Line 4:	Denver, COLORADO 80202		

CH \$165.00 85154144

NAME OF SUBMITTER:	Brian T. Wolf
Signature:	/Brian T. Wolf/
Date:	10/12/2011
Total Attachments: 3 source=Pages from Leiser_Sigs pdf - Adobe Acrobat Professional#page1.tif source=Pages from Leiser_Sigs pdf - Adobe Acrobat Professional#page2.tif source=Pages from Leiser_Sigs pdf - Adobe Acrobat Professional#page3.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made effective as of the 16th day of May, 2011, by and between STELLASERVICE LLC, a limited liability company organized and existing under the laws of New York, and having a usual place of business at 27 W. 20th Street, Suite 400, New York, New York 10011 ("Assignor") and STELLAService Inc., a corporation organized and existing under the laws of Delaware, and having a usual place of business at 27 W. 20th Street, Suite 400, New York, New York 10011 ("Assignee").

WHEREAS, Assignor holds all right, title and interest in and to the trademarks, service marks and trade names set forth on Exhibit A attached hereto and incorporated herein by reference (the "Marks");

WHEREAS, Assignor now wishes to assign the Marks to Assignee, and Assignee is desirous of acquiring the Marks from Assignor, together with the goodwill of the business symbolized thereby; and

WHEREAS, Assignor is conveying the Marks to Assignee as part of the transfer of all or substantially all of the assets of a going business.

NOW, THEREFORE, in consideration of the premises set forth above and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor does hereby sell, assign, convey and transfer unto Assignee and its successors, assigns and legal representatives, Assignor's entire right, title and interest in and throughout the world in and to the Marks (including any common law rights that may exist and are associated therewith), together with the goodwill of the business symbolized thereby and appurtenant thereto, the same to be held and enjoyed by Assignee, its successors, permitted assigns or legal representatives, together with income, royalties, damages or payments due on or after the date hereof, including, without limitation, all claims for damages or payments by reason of infringement or unauthorized use of the Marks, along with the right to sue for past infringements and collect same for Assignee's sole use and enjoyment.

Assignor does hereby authorize the Director of the United States Patent & Trademark Office to record the Marks and title thereto as the property of Assignee, its successors, assigns or legal representatives in accordance with the terms of this instrument.

Assignee and Assignor also agree that multiple copies of this Assignment may be executed, each of which shall be deemed an original, and each of which shall be valid and binding upon Assignee and Assignor.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as a sealed instrument by their duly authorized representatives as of the date first written above.

ASSIGNOR: STELLASERVICE LLC

Name: Jordy Leiser
Signature: [Signature]
Title: CEO

ASSIGNEE: STELLAService Inc.

Name: Jordy Leiser
Signature: [Signature]
Title: CEO

Exhibit A

Marks

MARK	SERIAL NUMBER	REGISTRATION NUMBER	FILE DATE	REGISTRATION DATE
STELLA SERVICE APPROVED	85154144		10/15/10	
STELLA SERVICE ELITE	85154107		10/15/10	
STELLA SERVICE EXCELLENT	85154133		10/15/10	
STELLASERVICE	77841296	4003056	10/5/09	7/26/11
STELLASERVICE (design)	77841184	4003055	10/5/09	7/26/11
(star logo)	85266712		3/14/11	