

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
Crumley Roberts, LLP		12/01/2011	LIMITED LIABILITY PARTNERSHIP: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	C.J. Advertising, LLC		
Street Address:	300 10th Ave South		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37203		
Entity Type:	LIMITED LIABILITY COMPANY: TENNESSEE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	78447389	HE'LL STAND UP FOR YOU	
Serial Number:	78445103	HE'LL STAND UP FOR YOU	
Serial Number:	78445092	HE'LL STAND UP FOR YOU	
CORRESPONDENCE DATA			
Fax Number:	(615)687-6993		
Phone:	615-238-6304		
Email:	trademarks@bonelaw.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:	Paul W. Kruse		
Address Line 1:	511 Union Street		
Address Line 2:	Suite 1600		
Address Line 4:	Nashville, TENNESSEE 37219		
ATTORNEY DOCKET NUMBER:	004616-60800		

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**TRADEMARK
 REEL: 004675 FRAME: 0579**

NAME OF SUBMITTER:	Paul W. Kruse
Signature:	/Paul W. Kruse/
Date:	12/09/2011
Total Attachments: 2 source=CRL He'll Stand Up For You Trademark Assignment (00687289)#page1.tif source=CRL He'll Stand Up For You Trademark Assignment (00687289)#page2.tif	

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT made as of December 1, 2011 by and among Crumley Roberts, LLP with an address at 2400 Freeman Mill Road, Suite 300, Greensboro, North Carolina 27406 (the "Assignor") and C.J. Advertising, LLC with an address at 300 10th Ave South, Nashville, Tennessee 37203 (the "Assignee"). Assignee is a Limited Liability Company of Tennessee.

Assignor owns all right, title and interest to certain trademark(s), the applications and/or registrations for which are set forth in SCHEDULE A (collectively, the "Trademark(s)"). Assignor wishes to assign all right, title and interest to the Trademark(s) to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns and legal representatives, the entire, full and exclusive right, title and interest in and to the Trademark(s), together with the good will of the business symbolized by the Trademark(s) and any applications and/or registrations therefor, and the right (but not the obligation) to assert the Trademark(s) and to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

If any of the Trademark(s) are the subject of an application based on Assignor's bona fide intent to use the Trademark(s) in commerce, Assignor hereby represents that Assignee is the successor to the portion of Assignor's ongoing and existing business to which the application and the Trademark(s) pertain.

Crumley Roberts, LLP

By: 

Name: Christopher Roberts

Title: President & CEO

C.J. Advertising, LLC

By: 

Name: James W. Bewley

Title: V.P. & General Counsel

SCHEDULE A

Mark(s)

	Serial Number	Reg. Number	Word Mark
1	78447389	3030678	HELL STAND UP FOR YOU
2	78445103	3030673	HELL STAND UP FOR YOU
3	78445092	3033141	HELL STAND UP FOR YOU

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