

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
S2 Partners, Inc.		02/22/2012	CORPORATION: ILLINOIS

RECEIVING PARTY DATA

Name:	Finiti Branding Group, LLC
Street Address:	4080 Commerical Avenue
City:	Northbrook
State/Country:	ILLINOIS
Postal Code:	60062
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	4007446	FINITI
Serial Number:	85387591	LIGHT UP WITHOUT LEAVING
Serial Number:	85504762	INHALE WITHOUT EXILE
Serial Number:	85387607	INHALE WITHOUT EXHALE

CORRESPONDENCE DATA

Fax Number: (303)770-0152
 Email: PTOMail@mfbllaw.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Marsh Fischmann & Breyfogle LLP
 Address Line 1: 8055 E. Tufts Ave., Suite 450
 Address Line 4: Denver, COLORADO 80237

ATTORNEY DOCKET NUMBER:	50507-00025
NAME OF SUBMITTER:	Kent A. Fischmann

Signature:	/Kent A. Fischmann/
Date:	02/28/2012
Total Attachments: 3 source=Signed_Assignment#page1.tif source=Signed_Assignment#page2.tif source=Signed_Assignment#page3.tif	

TRADEMARK ASSIGNMENT

This is an Assignment by **S2 Partners, Inc.** ("ASSIGNOR"), a Illinois corporation having a business address of 4080 Commercial Avenue, Northbrook, Illinois 60062 to **Finiti Branding Group, LLC**, ("ASSIGNEE"), a Illinois corporation having a business address of 4080 Commercial Avenue, Northbrook, Illinois 60062, effective 2-22-12 ("Effective Date").

WHEREAS, ASSIGNOR has used and is the owner of rights in the name(s)/trademark(s)/service mark(s) identified in Schedule A hereto (collectively the "MARKS"), and is the owner of all right, title and interest in and to one or more registration application(s) and/or registration(s) for the MARKS, including all right, title and interest in those listed in Schedule A (collectively "APPLICATIONS/REGISTRATIONS"); and

WHEREAS, ASSIGNEE is desirous of acquiring and ASSIGNOR is willing and able to assign all of ASSIGNOR's right, title and interest in and relating to the MARKS and any other marks similar thereto, together with all business goodwill associated therewith, and all right, title and interest in and to all APPLICATIONS/REGISTRATIONS;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby irrevocably sell, assign and transfer to ASSIGNEE, its successors, legal representatives and assigns, as of said Effective Date, all of said right, title and interest in and to the MARKS, together with all business goodwill associated therewith, and all right, title and interest to all APPLICATIONS/REGISTRATIONS for the MARKS; ASSIGNOR warrants that no assignment, license or encumbrance has been made with respect to the MARKS or APPLICATIONS/REGISTRATIONS to any third party, and is under no obligation to make any assignment, license or encumbrance with respect to the MARKS or APPLICATIONS/REGISTRATIONS to any third party; and the ASSIGNOR further agrees to cooperate with the ASSIGNEE in the sustaining of any and all of said APPLICATIONS/REGISTRATIONS and in confirming the ASSIGNEE'S exclusive ownership of the corresponding MARKS.

This Assignment is executed on behalf of ASSIGNOR.

S2 PARTNERS, INC.

Date: February 22, 2012

By: 

Name: David M. Stone

Title: President

ASSIGNEE does hereby confirm that it accepts the aforesaid Assignment of rights in said MARKS and APPLICATIONS/REGISTRATIONS.

FINITI BRANDING GROUP, LLC

Date: February 22, 2012

By: _____



Name: Russell G. Stone

Title: President

SCHEDULE A

U.S. Trademark Registrations

<u>Registration No.</u>	<u>Country</u>	<u>Mark</u>
1) 4,007,446	United States of America	FINITI

U.S. Trademark Applications

<u>Application Serial No.</u>	<u>Country</u>	<u>Mark</u>
2) 85387591	United States of America	LIGHT UP WITHOUT LEAVING
3) 85504762	United States of America	INHALE WITHOUT EXILE
4) 85387607	United states of America	INHALE WITHOUT EXHALE

Foreign Trademark Registrations

<u>Registration No.</u>	<u>Country</u>	<u>Mark</u>
NONE		