

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
STOREBOARD MEDIA LLC		11/06/2013	LIMITED LIABILITY COMPANY:

RECEIVING PARTY DATA	
Name:	SM ACQUISITIONS LLC
Street Address:	EDENS TOWER PLAZA, 790 W. FRONTAGE ROAD
Internal Address:	SUITE 318
City:	NORTHFIELD
State/Country:	ILLINOIS
Postal Code:	60093
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Registration Number:	3590447	STOREBOARD
Registration Number:	3572056	EYECURVE
Registration Number:	4170386	STOREBOARDMEDIA

CORRESPONDENCE DATA	
Fax Number:	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Email:	RFLOREN@HMBLAW.COM
Correspondent Name:	REBECCA FLOREN
Address Line 1:	500 W. MADISON ST.
Address Line 2:	STE 3700
Address Line 4:	CHICAGO, ILLINOIS 60661

ATTORNEY DOCKET NUMBER:	14599.000
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OP \$90.00 3590447

NAME OF SUBMITTER:	Rebecca Floren
Signature:	/Rebecca Floren/
Date:	11/07/2013
Total Attachments: 2 source=Assignment of Trademarks #page1.tif source=Assignment of Trademarks #page2.tif	

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS (the "Assignment") is by StoreBoard Media LLC, a Delaware limited liability company ("Assignor"), being the owner by adoption and use of the trademarks listed on Exhibit A attached hereto (the "Trademarks"), for the benefit of SM Acquisitions LLC, a Delaware limited liability company ("Assignee"), and its successors and assigns.

Pursuant to and in accordance with the provisions and conditions of that certain Asset Purchase Agreement, dated the date hereof, by and among Assignor, Assignee and those additional parties named therein, and for the consideration therein specified, Assignor does hereby sell, assign and transfer to Assignee its entire right, title and interest in and to the Trademarks and any registrations thereof, together with the assets and goodwill of the business connected with the use of, and symbolized by, the Trademarks and every right connected therewith, including all rights to damages and other remedies for past infringement of each of the Trademarks.

Witness the hand of said Assignor this 6th day of November, 2013.

ASSIGNOR:

By: 

Name: Richard Sirvaitis

Title: President

STATE OF Connecticut

COUNTY OF Fairfield

On November 6, 2013 before me, a Notary Public, personally appeared Richard Sirvaitis, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.


Notary Public

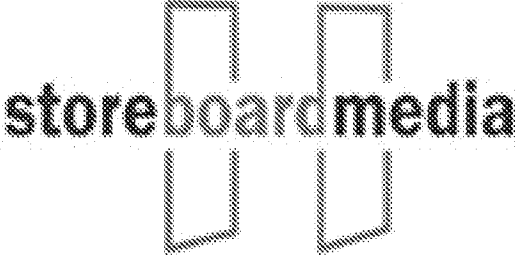
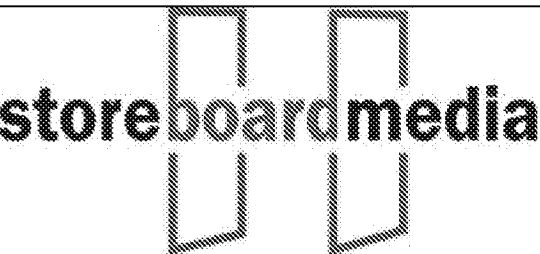
MADLINE LAFARO
NOTARY PUBLIC OF CONNECTICUT
MY COMMISSION EXPIRES: APRIL 30, 2014

TRADEMARK

REEL: 005149 FRAME: 0784

EXHIBIT A

Trademarks

Jurisdiction	Trademark	Registration No.	Registration Date
Canada	StoreBoard	TMA801,016	June 29, 2011
Canada	EyeCurve	TMA801,017	June 29, 2011
Canada		TMA833,198	September 28, 2012
US	StoreBoard	3,590,447	March 17, 2009
US	EyeCurve	3,572,056	February 10, 2009
US		4,170,386	July 10, 2012