

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM367237

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NM HOLDCO, INC.		12/21/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	NELSON NAME PLATE COMPANY		
Street Address:	2800 CASITAS AVENUE		
City:	LOS ANGELES		
State/Country:	CALIFORNIA		
Postal Code:	90039		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4186420	NM NELSON-MILLER, INC.	
CORRESPONDENCE DATA			
Fax Number:	7346231625		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	313-223-3491		
Email:	nzemgulis@dickinsonwright.com		
Correspondent Name:	JOHN M. PERKINS		
Address Line 1:	500 WOODWARD AVE.		
Address Line 2:	SUITE 4000		
Address Line 4:	DETROIT, MICHIGAN 48226		
ATTORNEY DOCKET NUMBER:	50275-1		
NAME OF SUBMITTER:	JOHN M. PERKINS		
SIGNATURE:	/JOHN M. PERKINS/		
DATE SIGNED:	12/29/2015		
Total Attachments: 1			
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OP \$40.00 4186420

TRADEMARK ASSIGNMENT

WHEREAS, NM Holdco, Inc., a Delaware corporation ("Assignor"), is the owner of and has adopted and used the trademark listed below (such mark being the "Trademark"), and is the owner of the following registration in the United States Patent and Trademark Office (the "Registration"):

Trademark	Registration No.	Registration Date
NM NELSON-MILLER, INC.	4186420	August 7, 2012

WHEREAS, Nelson Name Plate Company, a California corporation, with offices at 2800 Casitas Avenue, Los Angeles, California 90039 ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Trademark and the Registration, as well as all associated goodwill.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in the Trademark and the Registration, together with the goodwill of the business associated with the Trademark and the Registration.

Executed on the 21 day of December, 2015.

NM HOLDCO, INC.

By: Scott Hauncher
 Name: Scott Hauncher
 Title: Vice President & Treasurer

ACKNOWLEDGEMENT

State of Michigan)
 County of Wayne)

The foregoing instrument was acknowledged before me on this 21st day of December, 2015 by Scott Hauncher, the Vice President and Treasurer of NM Holdco, Inc., a Delaware corporation, to me known to be the person described herein and acknowledged that he executed the same as his free act and deed on behalf of such corporation.

Elena Trima
Elena Trima, Notary Public
Wayne County, State of MICHIGAN
 Acting in the County of Wayne
 My commission expires: 10-2-18