

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
Adaptive Micro Systems Holdings, Inc.		08/12/2011	CORPORATION: WISCONSIN
Adaptive Micro Systems, LLC		08/12/2011	LIMITED LIABILITY COMPANY: WISCONSIN

RECEIVING PARTY DATA

Name:	AMS Acquisition, LLC
Street Address:	7840 North 86th Street
City:	Milwaukee
State/Country:	WISCONSIN
Postal Code:	53224
Entity Type:	LIMITED LIABILITY COMPANY: WISCONSIN

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	2422596	ALPHA
Registration Number:	3239829	ALPHAXPRESS
Registration Number:	1743882	BETA-BRITE
Registration Number:	1930268	BIG DOT
Registration Number:	3237374	EXCITE
Registration Number:	3772506	EZVIEW
Registration Number:	3355773	KPIWORKS
Registration Number:	3645950	MEDIAMASTER
Registration Number:	3379631	OOH!MEDIA
Registration Number:	3236317	ROAD STAR
Registration Number:	3492662	STREETSMART
Registration Number:	2937834	ALPHAVISION PC

CH \$340.00 2422596

Registration Number:

2437912

ADAPTIVE

CORRESPONDENCE DATA

Fax Number: (414)298-8097

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 4142981000

Email: tadmin@reinhardt.com

Correspondent Name: Michele Dietz

Address Line 1: 1000 North Water Street

Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:

JIM WILKE/NICOLE WILSON

NAME OF SUBMITTER:

Michele Dietz

Signature:

/mld/

Date:

08/17/2011

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS TRADEMARK LICENSE AGREEMENT (the "Assignment") is entered into this 12th day of August, 2011 (the "Effective Date"), by and between Michael S. Polsky, Esq., as Wisconsin Statutes Chapter 128 Receiver for Adaptive Micro Systems Holdings, Inc. and Adaptive Micro Systems, LLC ("Assignor"), and AMS Acquisition, LLC having offices at 7840 North 86th Street, Milwaukee, WI 53224 ("Assignee").

RECITALS

A. WHEREAS, Assignor is the owner of the federally registered and pending trademarks included in attached Schedule A (collectively, the "Trademarks" and each individually, a "Trademark") in connection with the use, sale, marketing, distribution and advertising of the goods and services identified in each application or registration.

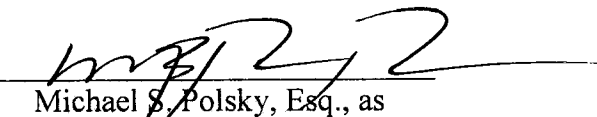
B. WHEREAS, Assignee desires by execution of this Assignment to obtain an assignment of all of Assignor's rights, title, and interest in and to the Trademarks for use in connection with the goods and services identified in the Trademarks; and Assignor desires by execution of this Assignment to grant an assignment of all of its rights, title, and interest in and to the Trademarks to Assignee.

AGREEMENT

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the Trademarks, including without limitation (i) all common law rights held by Assignor; (ii) all registrations and/or applications thereof; (iii) all proceeds thereof; (iv) the rights to sue for past, present and future infringements; and (v) all goodwill associated therewith.

Assignor hereby warrants and represents that Assignor is fully authorized to enter into this agreement and that no assignment, sale, license, agreement, security interest or other encumbrance has been or will be made or entered into which would conflict with or encumber this Assignment.

By: _____


Michael S. Polsky, Esq., as
Wisconsin Statutes Chapter 128
Receiver for Adaptive Micro
Systems Holdings, Inc. and Adaptive
Micro Systems, LLC

Adaptive Micro Systems

May 05, 2011

Mark / Image	Country	Owner	Status / Client Ref.	Appl. No. / Date	Reg. No. / Date	Docket No.
ADAPTIVE MICRO SYSTEMS	Wisconsin	Adaptive Micro Systems, Inc.	Registered	N/A	N/A	062722-0146
				8/12/2002	8/21/2002	
Goods: ELECTRONIC DISPLAYS AND ELECTRONIC MESSAGE BOARDS.						
ALPHA	United States of America	Adaptive Micro Systems, LLC	Registered	75/570202 10/14/1998	2422586 1/23/2001	062722-0130
Goods: Class 9: ELECTRONIC MESSAGE DISPLAYS; SOFTWARE PROGRAMS TO FACILITATE THE OPERATION OF ELECTRONIC MESSAGE DISPLAYS.						
ALPHAPRESS	United States of America	Adaptive Micro Systems, LLC	Registered	78/934445 7/21/2008	3239629 5/8/2007	062722-0173
Goods: Class 009: Light emitting diode displays.						
BETA-BRITE	Canada	Adaptive Micro Systems, LLC	Registered	727190 4/23/1993	TMA431179 7/29/1994	062722-0121
Goods: Electric moving message displays.						
BETA-BRITE	Mexico	Adaptive Micro Systems, Inc.	Registered	167980 5/18/1993	451427 2/4/1994	062722-0122
Goods: Class 9: ELECTRONIC MOVING MESSAGE DISPLAYS.						
BETA-BRITE	United States of America	Adaptive Micro Systems LLC	Registered	74/208311 9/30/1991	1743862 12/29/1992	062722-0117
Goods: Class 9: ELECTRONIC MOVING MESSAGE DISPLAYS.						
BIG DOT	United States of America	Adaptive Micro Systems, LLC	Registered	74/472113 12/20/1993	1830268 10/24/1995	062722-0119
Goods: Class 9: ELECTRONIC SIGNS; NAMELY, ELECTRONIC MOVING MESSAGE DISPLAYS.						

Mark / Image	Country	Owner	Status / Client Ref.	Appl. No. / Date	Reg. No. / Date	Docket No.
EXCITE	European Union	Adaptive Micro Systems, LLC	Registered	005326012 9/20/2008	005326012 10/3/2007	062722-0171
	Goods:	Class 9: Light emitting diode displays.				
EXCITE	United States of America	Adaptive Micro Systems, LLC	Registered	78/923595 7/6/2008	3237374 5/1/2007	062722-0168
	Goods:	Class 9: Light emitting diode displays.				
EZVIEW	United States of America	Adaptive Micro Systems LLC	Registered	77/603912 6/20/2008	3772506 4/8/2010	062722-0190
	Goods:	Class 9: Luminous variable/dynamic signs, namely billboards using light emitting diodes and electronic controllers to produce real-time and programmable messages and information displays.				
KPIWORKS	United States of America	Adaptive Micro Systems LLC	Registered	77/148600 4/4/2007	3355773 12/18/2007	062722-0177
	Goods:	Class 9: Electronic message displays; computer software programs to facilitate the operation of electronic message displays.				
MEDIA MASTER	United States of America	Adaptive Micro Systems, LLC	Registered	77/486546 5/29/2008	3645950 6/30/2009	062722-0188
	Goods:	Class 9: Luminous variable/dynamic signs using light emitting diodes and electronic controllers to produce real-time and programmable messages and information displays.				
OOH MEDIA	United States of America	Adaptive Micro Systems, LLC	Registered	78/923583 7/6/2008	3379631 2/5/2008	062722-0174
	Goods:	Class 9: Computer software for controlling LED lighting.				
ROAD STAR	United States of America	Adaptive Micro Systems, LLC	Registered	78/758897 11/22/2005	3236317 5/1/2007	062722-0168
	Goods:	Class 9: Light emitting diode displays for use in roadside signs.				

Mark / Image	Country	Owner	Status / Client Ref.	Appl. No. / Date	Reg. No. / Date	Docket No.
STREETSMART	European Union	Adaptive Micro Systems, LLC	Registered	005005832 5/19/2006	005005832 7/20/2007	082722-0170
<p>Goods: Class 09: Light emitting diode displays.</p>						
STREETSMART	United States of America	Adaptive Micro Systems, LLC	Registered	78/759463 11/21/2005	3492862 8/26/2008	082722-0167
<p>Goods: Class 9: Light emitting diode displays.</p>						
ALPHAECLIPSE PURECOLOR	United States of America	Adaptive Micro Systems, Inc.	Dead	78/299798 9/12/2003	2871857 8/10/2004	N/A
<p>Goods: Class 9: Electronic message display boards; computer software programs to facilitate the operation of electronic message displays</p>						
ALPHAECLIPSE	United States of America	Adaptive Micro Systems, Inc.	Dead	78/296503 9/5/2003	2865303 7/20/2004	N/A
<p>Goods: Class 9: Electronic message displays; computer software programs to facilitate the operation of electronic message displays</p>						
ALPHAVISION PC	United States of America	Adaptive Micro Systems, Inc.	Registered	78/308474 10/2/2003	2937834 4/5/2005	N/A
<p>Goods: Class 9: Electronic message display boards, namely light emitting diode displays; computer software programs to facilitate the operation of electronic message displays</p>						
ADAPTIVE	United States of America	Adaptive Micro Systems, Inc.	Registered	75/570201 10/14/1998	2437912 3/27/2001	N/A
<p>Goods: Class 9: Electronic message displays and replacement parts therefor</p>						
SMART ALEC	United States of America	Adaptive Micro Systems, Inc.	Dead	75/035947 12/22/1995	2102075 9/30/1997	N/A
<p>Goods: Class 9: Computer software for controlling electronic moving message displays and for a business communication system using electronic moving message displays, and instructional manuals for use therewith sold as a unit</p>						
POWERVIEW	United States of America	Adaptive Micro Systems, Inc.	Dead	75/035946 12/22/1995	2064104 5/20/1997	N/A
<p>Goods: Class 9: Electronic signs, namely, electronic moving message displays</p>						