

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Merchant Media LLC		06/04/2003	Limited Liability Company: MASSACHUSETTS

RECEIVING PARTY DATA

Name:	Allstar Marketing Group, LLC
Street Address:	4 Skyline Drive
City:	Hawthorne
State/Country:	NEW YORK
Postal Code:	10532
Entity Type:	Limited Liability Company: NEW YORK

PROPERTY NUMBERS Total: 1

Property Type	Number
Serial Number:	76510694

CORRESPONDENCE DATA

Fax Number: (212)245-3009
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-541-6222
Email: bmcfeely@kanekessler.com
Correspondent Name: Brendan P. McFeely
Address Line 1: 1350 Avenue of the Americas
Address Line 2: Kane Kessler PC
Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	4980-6
NAME OF SUBMITTER:	Brendan P. McFeely

Total Attachments: 2
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is effective as of the 4th day of June 2003 by and between ALLSTAR MARKETING GROUP, LLC (“Allstar”) and MERCHANT MEDIA, LLC (“MM”).

WHEREAS, MM, a limited liability company organized and existing under the laws of the state of Massachusetts, with a place of business located at 10 California Avenue, Framingham, Massachusetts, is the owner of the trademark SMART SCISSORS in the United States and Canada and is the record owner of the pending U.S. federal trademark Application No. 76/510,694 for SMART SCISSORS for **cordless powered scissors**, and is the owner of the pending Canadian trademark Application No. 1174639 for **cordless powered scissors** (collectively, the “Mark”);

WHEREAS, Allstar, a limited liability company organized and existing under the laws of the state of New York, with a place of business located at 4 Skyline Drive, Hawthorne, NY 10532, is desirous of acquiring all of MM’s right, title and interest in and to the Mark and any associated goodwill; and

WHEREAS, MM has agreed to assign to Singer its entire right, title and interest in and to the Mark and the related goodwill.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged by MM, effective as of the date first written above, MM does hereby assign and transfer unto Singer, its entire right, title and interest in and to the Mark in the United States of America and Canada, for all goods and services of every and any kind, including but not limited to **cordless powered scissors**, together with U.S. Trademark

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Application No. 76/510,694 and Canadian Trademark Application No. 1174639 therefor, and the goodwill of the business symbolized by and associated with the Mark, including all common law rights therein and the right to sue for past and future infringement thereof.

IN WITNESS WHEREOF, the parties hereto have duly executed this Assignment as of the date first written above.

ALLSTAR MARKETING GROUP, LLC

By: 

Name: *Scott Bush*

Title: *President*

MERCHANT MEDIA LLC

By: 

Name: *MICHAEL ANTINO JR*

Title: *PRESIDENT*

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