

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Paul Flum Ideas, Inc.		02/18/2004	CORPORATION: MISSOURI

RECEIVING PARTY DATA	
Name:	Partnership For Innovation, LLC
Street Address:	1004 Industrial Drive
Internal Address:	PO Box 507
City:	Owensville
State/Country:	MISSOURI
Postal Code:	65066
Entity Type:	Limited liability company: MISSOURI

PROPERTY NUMBERS Total: 35

Property Type	Number	Word Mark
Registration Number:	2280267	"LIKE A MAGNET"
Registration Number:	2516200	3-IN-1
Registration Number:	1352848	BOTTLE SHOPPER
Registration Number:	2444274	BROADCASTER
Registration Number:	1235730	COOL GLIDE
Registration Number:	1887183	COOLGLIDE 2000
Registration Number:	1938711	COUNTERFITTER
Registration Number:	2134365	DIAL-A-PAK
Registration Number:	1576397	DUO
Registration Number:	1834649	FLEXFIN STABILIZER
Registration Number:	1366714	GEORGETOWN
Registration Number:	1699114	GORILLA-BONE
Registration Number:	1584708	ICEMAN
Registration Number:	1411347	INSERT-A-BIN

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Registration Number:	1560953	KING QUADRO
Registration Number:	1454287	MAGNUM
Registration Number:	1647465	MAX-PAK
Registration Number:	1693063	MINI-MAX
Registration Number:	1641297	NOSTALGIA COOLER
Registration Number:	1301723	PERMA STAK DISPLAY SYSTEM
Registration Number:	1332183	PERMASTAK
Registration Number:	1136211	POWER TOWER
Registration Number:	1560952	QUADRO
Registration Number:	1443222	
Registration Number:	1456557	SAMPLING CENTER
Registration Number:	1296347	SHOWOFF
Registration Number:	2007677	SPACEMAKER
Registration Number:	1148947	SUPER TOWER
Registration Number:	2021993	SUPERGLIDE
Registration Number:	919363	THE CLASSIC CUBE
Registration Number:	1357427	THE ORGANIZER
Registration Number:	2410069	THE SHAPE THAT SELLS
Registration Number:	1194354	ULTRA-GLIDE
Registration Number:	1193643	ULTRA-GLIDE
Registration Number:	1408540	UNIVERSAL

CORRESPONDENCE DATA

Fax Number: (314)480-1505
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 314.480.1500
Email: trademark@husch.com
Correspondent Name: H. Frederick Rusche
Address Line 1: 190 Carondelet Plaza
Address Line 2: Suite 600
Address Line 4: St. Louis, MISSOURI 63105

ATTORNEY DOCKET NUMBER:	66176-001
NAME OF SUBMITTER:	Mitzi Cherry

Total Attachments: 3
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK ASSIGNMENT**

ASSIGNOR: Paul Flum Ideas, Inc., a Missouri corporation

ASSIGNEE: Partnership For Innovation, a Missouri limited liability company

MARK, REGISTRATION NO. & DATE: See attached Schedule A

This Assignment is made this 11th day of February, 2004 by and between Paul Flum Ideas, Inc., a Missouri corporation (“Assignor”) and Partnership For Innovation, a Missouri limited liability company (“Assignee”).

WHEREAS, Assignor is the sole owner of the entire right, title and interest in and to the trademarks set forth on Schedule A made a part hereof and incorporated by this reference (the “Trademarks”), which Trademarks have been registered, or registration has been applied for, in the United States Patent and Trademark Office;

WHEREAS, Assignor desires to sell, transfer and assign to Assignee all of Assignor’s right, title and interest in and to the Trademarks and the registration thereof together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, along with the right to sue and recover damages for past, present and future infringements thereof;

WHEREAS, Assignee desires to acquire from Assignor the Trademarks and the registration thereof together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the trademark, along with the right to recover for damages and past infringements thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby sells, transfers and assigns to Assignee, its successors and assigns, Assignor’s entire right, title and interest in and to the Trademarks and the registration thereof and applications therefor, for the United States and throughout the world, together with all of the goodwill of

the business in connection with which the Trademarks are used and which is symbolized by said Trademarks, along with the right to recover for damages and profits from past infringements thereof.

Assignor covenants and agrees that it will, whenever so requested by Assignee, execute and deliver such further instruments and perform any other reasonable acts that Assignee may require as may be necessary or convenient for vesting in Assignee the full benefit of all of the rights and premises hereby assigned and/or provide evidence to support any of the foregoing in the event such evidence is in the possession or control of Assignor.

Assignor hereby irrevocably makes, constitutes and appoints Assignee and its successor and assigns, as its true and lawful attorney in fact, with full power of substitution, for the Assignor in its name and stead, or otherwise, by and on behalf of and for the benefit of Assignee and its successors and assigns: (i) to institute and prosecute in the name of Assignor or otherwise, but for the benefit of Assignee, its successors and assigns, any and all precedents at law, in equity or otherwise, which Assignee and its successors and assigns, may deem proper in order to collect, assert or enforce any claim, right or title of any kind in and to the Trademarks and (ii) to defend or compromise any and all actions, suits or proceedings in respect of any of the Trademarks and to do all such acts and things in relation thereto as Assignee and its successors and assigns, shall deem desirable.

The Commissioner of Patents and Trademarks is hereby respectfully requested to record this Assignment in the United States Patent and Trademark Office and index same against the files of registrations herein described.

