

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/14/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hickory Brands, Inc.		01/14/2005	CORPORATION:

RECEIVING PARTY DATA

Name:	Excelda Manufacturing Company
Street Address:	12785 Emerson Drive
City:	Brighton
State/Country:	MICHIGAN
Postal Code:	48116
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	644580	ESQUIRE
Registration Number:	644584	ESQUIRE
Registration Number:	644862	ESQUIRE
Registration Number:	1709043	ESQUIRE
Registration Number:	1749709	ESQUIRE
Registration Number:	652234	ESQUIRE LANOL WHITE
Registration Number:	644579	ESQUIRE SCUFF KOTE
Registration Number:	135250	GRIFFIN
Registration Number:	190017	GRIFFIN
Registration Number:	570217	GRIFFIN
Registration Number:	789527	GRIFFIN ALLWITE
Registration Number:	573808	

CH \$315.00 644580

CORRESPONDENCE DATA

Fax Number: (248)258-1439

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

Phone: 2485933019

Email: fox@butzel.com, clemens@butzel.com

Correspondent Name: William J. Clemens

Address Line 1: 100 Bloomfield Hills Pkwy., Ste. 200

Address Line 2: Butzel Long

Address Line 4: Bloomfield Hills, MICHIGAN 48304

NAME OF SUBMITTER:	William J Clemens
Signature:	/william j clemens/
Date:	02/01/2005
Total Attachments: 2 source=3095_001#page1.tif source=3095_002#page1.tif	

NUNC PRO TUNC ASSIGNMENT

WHEREAS HICKORY BRANDS, INC., a North Carolina corporation, having a place of business at Hickory, North Carolina, is the owner of the trademark registrations:

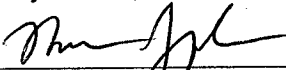
- United States Trademark Registration No. 644,580, dated April 30, 1957;
- United States Trademark Registration No. 644,584, dated April 30, 1957;
- United States Trademark Registration No. 644,862, dated April 30, 1957;
- United States Trademark Registration No. 1,709,043, dated August 18, 1992;
- United States Trademark Registration No. 1,749,709, dated February 2, 1993;
- United States Trademark Registration No. 652,234, dated October 1, 1957;
- United States Trademark Registration No. 644,579, dated April 30, 1957;
- United States Trademark Registration No. 135,250, dated September 28, 1930;
- United States Trademark Registration No. 190,017, dated September 30, 1930;
- United States Trademark Registration No. 570,217, dated February 10, 1953;
- United States Trademark Registration No. 789,527, dated May 18, 1965;
- United States Trademark Registration No. 573,808, dated April 28, 1953;

and is the owner of the trademarks represented thereby; and

WHEREAS EXCELDA MANUFACTURING COMPANY, a corporation of the State of Michigan, having a place of business at 12785 Emerson Dr., Brighton, MI 48116, purchased certain assets including the related goodwill of the Griffin & Esquire Brands of Hickory Brands, Inc. on January 14, 2005;

Now, Therefore, effective January 14, 2005 in consideration of and in exchange for good and valuable consideration to it paid, the receipt of which is hereby acknowledged, Hickory Brands, Inc. does sell, assign and transfer, unto said Excelda Manufacturing Company the entire right, title and interest in and to the said trademarks and the above-identified registrations together with the goodwill of the business in connection with which said marks are used.

Hickory Brands, INC.

By 

Name NISSAN JOSEPH

Title CEO

NUNC PRO TUNC ASSIGNMENT

Date: January 14, 2005

State of North Carolina)
) ss:
County of Catawba)

Before me personally appeared Nissan Joseph, to me known to be the President of Hickory Brands, Inc., on the 14th day of January 2005, who signed the foregoing instrument in my presence, on the 14th day of January 2005.

Francis D. Beeton
Notary Public

My Commission Expires 10-29-2007