

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Great Western, LLC		05/27/2005	Limited Liability Company: ALABAMA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cretors-Bismarck LLC		
<b>Street Address:</b>	3243 N. California		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60618		
<b>Entity Type:</b>	Limited Liability Company: ILLINOIS		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1189749	ECHOLS	
Registration Number:	1505594	MICROFLAKE	
Serial Number:	78275573	CRYSTAL	
Serial Number:	78275553	CRYSTAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)609-5005		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	hmiller@vedderprice.com		
<b>Correspondent Name:</b>	Holly Miller		
<b>Address Line 1:</b>	222 North LaSalle Street - 24th Floor		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60601		
<b>NAME OF SUBMITTER:</b>	Michael J. Turgeon		
<b>Signature:</b>	/Michael J. Turgeon/		

CH \$115.00 1189749

Date:

06/10/2005

**Total Attachments: 5**

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## **TRADEMARK ASSIGNMENT**

WHEREAS, Great Western LLC, an Alabama limited liability company, having a principal place of business at 30290 Highway 72, Hollywood, Alabama 35752 (referred to herein as "Assignor") is the owner of the entire right, title and interest in and to the trademarks, pending applications and registrations which are listed on Exhibit A attached hereto (the "Trademarks");

WHEREAS, Cretors-Bismarck LLC, an Illinois limited liability company, having a place of business at 3243 N. California, Chicago, Illinois 60618 (referred to herein as "Assignee") is desirous of acquiring the entire right, title and interest in and to the Trademarks;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, Assignor does hereby sell, assign, transfer, and set over unto Assignee the entire right, title and interest in, to and under the Trademarks, together with the goodwill of the business symbolized by the Trademarks and in accordance with which the Trademarks are used, together with all common law rights of Assignor, including, without limitation, the right to bring action and recover for past infringement, if any, of the Trademarks.

This Assignment is made pursuant to and subject to the terms and conditions of that certain Asset Purchase Agreement, dated as of May \_\_, 2005, among Assignor, Assignee and certain other parties.

Upon request from time to time by Assignee, Assignor agrees to execute all such papers as may be reasonably necessary or desirable in

order to vest the entire right, title and interest in, to and under the Trademarks in Assignee, and consents to Assignee applying alone for recordal of the Trademarks, all at Assignee's expense.

***[Signature Page Follows]***

IN WITNESS WHEREOF, the undersigned representatives of Assignor and Assignee, being properly authorized to execute this Agreement, hereunto set their hands and affixed their seals.

Great Western LLC

By: [Signature]  
Title: MANAGER  
Date: 5/27/05

Cretors-Bismarck LLC

By: C. Cretors & Co., its sole member

By: [Signature]  
Title: PRESIDENT  
Date: 5/27/05

**[Notary Page Follows]**

STATE: Maryland )  
COUNTY: Anne Arundel ) SS

I, ANNE L. KEISTER, a Notary Public in and for the country and territory aforesaid, do hereby certify that ROBERT MAYN, personally known to me to be the same person whose name and title is subscribed to the foregoing instrument, is duly entitled to execute said instrument on behalf of Great Western LLC, and appeared before me this day in person and acknowledged that he executed, sealed and delivered the said instrument on behalf of said limited liability company as a duly authorized officer thereof and as said limited liability company's free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this 27 day of MAY, 2005.

Anne L. Keister  
Notary Public

My Commission Expires:  
**ANNE L. KEISTER**  
**NOTARY PUBLIC STATE OF MARYLAND**  
**My Commission Expires July 24, 2007**

SEAL

STATE: Illinois )  
COUNTY: Cook ) SS

I, Angela M. Salianni, a Notary Public in and for the country and territory aforesaid, do hereby certify that Charles Cretors, personally known to me to be the same person whose name and corporate title is subscribed to the foregoing instrument, is duly entitled to execute said instrument on behalf of Cretors-Bismarck LLC, and appeared before me this day in person and acknowledged that he executed, sealed and delivered the said instrument on behalf of said limited liability company as a duly authorized officer of its sole member and as said limited liability company's free and voluntary act for the uses and purposes therein set forth.

27<sup>th</sup> IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this day of May, 2005.

"OFFICIAL SEAL"  
Notary ANGELA M. SALIANI  
NOTARY PUBLIC, STATE OF ILLINOIS  
MY COMMISSION EXPIRES 11/20/2007  
SEAL

My Commission Expires:  
11/20/07

**[Exhibit A Follows]**

**Exhibit A**

**UNITED STATES**

<b>Reg. No./ Appln. No.</b>	<b>Status</b>	<b>Trademark</b>	<b>Class(es)</b>
1,189,749	Registration	ECHOLS	7, 11
1,505,594	Registration	MICROFLAKE	7, 11
78/275,573	Application	CRYSTAL (stylized) Design	3
78/275,553	Application	CRYSTAL and Sunburst Design	3

**[END OF TRADEMARK ASSIGNMENT]**