

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| Vita Craft Corporation | | 07/27/2005 | CORPORATION: KANSAS |
| RECEIVING PARTY DATA | | | |
| Name: | Mercer Tool Corp. | | |
| Street Address: | 300 Suburban Avenue | | |
| City: | Deer Park | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 11729 | | |
| Entity Type: | CORPORATION: NEW YORK | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2449136 | GENESIS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (212)684-3999 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 212 684-3900 | | |
| Email: | efiling@grr.com | | |
| Correspondent Name: | Donna Mirman Broome | | |
| Address Line 1: | 270 Madison Avenue | | |
| Address Line 2: | Gottlieb, Rackman & Reisman, P.C. | | |
| Address Line 4: | New York, NEW YORK 10016 | | |
| NAME OF SUBMITTER: | Donna Mirman Broome | | |
| Signature: | /DMB/ | | |
| Date: | 09/20/2005 | | |

OP \$40.00 2449136

Total Attachments: 1

900032372

**TRADEMARK
 REEL: 003162 FRAME: 0245**

TRADEMARK ASSIGNMENT


WHEREAS, Vita Craft Corporation, a corporation organized under the laws of the State of Kansas, located at 111000 West 58th Street, Shawnee, Kansas 66203 ("ASSIGNOR"), owns the trademark shown in Registration No. 2,449,136 for the mark GENESIS (hereinafter referred to as the "TRADEMARK"); and

WHEREAS, Mercer Tool Corp., a corporation organized under the laws of the State of New York, located and doing business at 300 Suburban Avenue, Deer Park, New York 11729 ("ASSIGNEE"), is desirous of acquiring all of the right, title and interest of ASSIGNOR in, to and under the TRADEMARK, together with the goodwill of the business symbolized by the TRADEMARK;

NOW, THEREFORE, in consideration of the sum of \$2,500.00 paid by ASSIGNEE to ASSIGNOR, the full receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE its right, title and interest in and to the TRADEMARK, together with the goodwill of the business symbolized by the TRADEMARK, and the right to sue and recover for past infringement thereof.

IN WITNESS WHEREOF, Vita Craft Corporation has caused this Assignment to be duly executed by its officer thereunto duly authorized as of the 27th day of July, 2005.

VITA CRAFT CORPORATION


By: _____
Name: Mamoru Imura
Title: President + CEO