

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Simply Southern		12/31/2005	LIMITED LIABILITY COMPANY: UNITED STATES
RECEIVING PARTY DATA			
Name:	Lawrence Taylor		
Doing Business As:	DBA Simply Southern		
Street Address:	11949 Ridgeway Park Drive		
City:	Charlotte		
State/Country:	NORTH CAROLINA		
Postal Code:	28277		
Entity Type:	INDIVIDUAL:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78372656	SIMPLY SOUTHERN	
CORRESPONDENCE DATA			
Fax Number:	(704)752-1566		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	704-541-7162		
Email:	simply.southern@mac.com		
Correspondent Name:	Lawrence Taylor		
Address Line 1:	11949 Ridgeway Park Drive		
Address Line 4:	Charlotte, NORTH CAROLINA 28277		
NAME OF SUBMITTER:	Catherine Kolczynski		
Signature:	/Catherine Kolczynski/		
Date:	01/03/2006		

OP \$40.00 78372656

TRADEMARK ASSIGNMENT

This Assignment is made effective as of December 31, 2005 between

Simply Southern, LLC (ASSIGNOR)
3002 Thayer Drive, Waxhaw, NC 28173

Lawrence Taylor, Individual (ASSIGNEE)
11949 Ridgeway Park Drive, Charlotte, North Carolina 28277

Pending Trademark: *Simply Southern*
Serial Number: 78372656
Filing Date: February 23, 2004

WHEREAS, ASSIGNOR is the owner of the pending trademarks and desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks and the Property.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$10.00) ^{1.00} and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks and the Property, together with (1) the goodwill of the business relating to the Products in respect upon which the Marks are used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks and the Property.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered This Assignment, as of the day and year first above written.

SIMPLY SOUTHERN, LLC

Catherine Koczynski
by Catherine Koczynski, President

ACKNOWLEDGEMENT

STATE OF North Carolina COUNTY OF Union

On this 3 day of January, 192006, the Assignor above named, appeared before me and acknowledged this instrument as free and voluntary act for the purpose set forth.

Notary Public
My Commission Expires: 10-29-08

WITNESS my hand and official seal.

Spencer M. Munn
Signature of Notary Public