

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
Howe Laboratories, Inc.		04/04/2000	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Contract Filling and Packaging, Inc.		
Street Address:	Post Office Box 288		
City:	Burlington		
State/Country:	NORTH CAROLINA		
Postal Code:	27216		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	74483572	DURA SHINE	
CORRESPONDENCE DATA			
Fax Number:	(919)854-2084		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	919-854-1844		
Email:	jsleeper@coatsandbennett.com		
Correspondent Name:	Larry L. Coats		
Address Line 1:	1400 Crescent Green		
Address Line 2:	Suite 300		
Address Line 4:	Cary, NORTH CAROLINA 27511		
ATTORNEY DOCKET NUMBER:	901-020		
NAME OF SUBMITTER:	Larry L. Coats		
Signature:	/Larry L. Coats/		
Date:	03/16/2006		

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Total Attachments: 2
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**TRADEMARK AND TRADEMARK
APPLICATION RIGHTS AGREEMENT**

THIS TRADEMARK AND TRADEMARK APPLICATION RIGHTS AGREEMENT (the "Marks Rights Agreement") is made this 3rd day of April, 2000, by and between Contract Filling and Packaging Inc., P.O. Box 288, Burlington, North Carolina 27216, a corporation organized and existing under the laws of the state of North Carolina ("Contract Filling"), and Howe Laboratories, Inc., 102-3 Hamilton Avenue, Stamford, Connecticut 06902, a corporation organized and existing under the laws of Delaware ("Howe Laboratories"), American Direct Marketing, Inc., ("American Direct") a corporation organized and existing under the laws of the state of Delaware, and The Media Group, Inc., a corporation organized and existing under the laws of the state of New York ("Media Group"), (collectively, "Howe").

WHEREAS, Howe Laboratories represents that it is the owner of the DURA SHINE mark used in connection with car polish, and the owner of United States Trademark Application Serial No. 74/384572 ("Trademark Application") for the DURA SHINE mark; and

WHEREAS, American Direct and Media Group have used the DURA SHINE mark in connection with car polish; and

WHEREAS, Contract Filling is desirous of acquiring said DURA SHINE mark and Trademark Application; and

NOW, THEREFORE, in consideration of the mutual promises contained herein, the exchange of \$10.00, and for other good and valuable consideration, the receipt of which is hereby acknowledged, Howe Laboratories hereby assigns to Contract Filling its entire United States rights, title and interest in and to the DURA SHINE mark and Trademark Application, together with the good will of the business associated with its DURA SHINE mark.

Further, American Direct and Media Group do hereby assign and quitclaim any rights, title, and interest each may have in or to the DURA SHINE mark to Contract Filling.

IN WITNESS WHEREOF, each of the parties hereto has duly executed this Marks Rights Agreement as of the date written.

CONTRACT FILLING AND PACKAGING INC.

Date: 4/4/00

By: William Sainey

Witness: Original Thompson

Its: PRESIDENT

HOWE LABORATORIES, INC.
THE MEDIA GROUP, INC.
AMERICAN DIRECT MARKETING, INC.

Date: 4/4/00

By: [Signature]

Witness: Jessica Brady

Its: President