

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
Great Western Products Company, Inc.		03/21/2006	CORPORATION: ALABAMA
RECEIVING PARTY DATA			
Name:	Great Western LLC		
Street Address:	30290 U.S. Highway 72		
City:	Hollywood		
State/Country:	ALABAMA		
Postal Code:	35752		
Entity Type:	LIMITED LIABILITY COMPANY: ALABAMA		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	2285424	SEÑOR CARLOS	
Registration Number:	2750456		
Registration Number:	2761853	SEÑOR CARLOS	
Registration Number:	2808811	SUNGLO	
Registration Number:	2813133	GREAT WESTERN PRODUCTS COMPANY	
Registration Number:	2817377	GREAT WESTERN PRODUCTS COMPANY	
Registration Number:	2844821	PREMIUM AMERICA	
CORRESPONDENCE DATA			
Fax Number:	(203)975-7180		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	203-353-6834		
Email:	clondon@eapdlaw.com		
Correspondent Name:	Edwards Angell Palmer & Dodge LLP		
Address Line 1:	301 Tresser Boulevard		

CH \$190.00 2285424

Address Line 2: Paralegal Christina London
Address Line 4: Stamford, CONNECTICUT 06901

ATTORNEY DOCKET NUMBER:	49496.59365 SENOR CARLOS
NAME OF SUBMITTER:	Christina London
Signature:	/christina london/
Date:	06/07/2006

Total Attachments: 2
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment"), effective this 21st day of March, 2006, is made and entered into by and between Great Western Products Company, Inc., 30290 U.S. Highway 72, Hollywood, AL 35752, a corporation operating under the laws of the State of Alabama ("Assignor") and Great Western LLC with its principal business address at 30290 U.S. Highway 72, Hollywood, AL 35752, a corporation operating under the laws of the State of Alabama ("Assignee") (each a "party" and collectively, the "parties").

WHEREAS, Assignor is the owner of the trademark registrations (including any and all goodwill symbolized thereby) set forth on Schedule A hereto ("the Trademarks").

NOW, THEREFORE, for the consideration of One (\$1.00) U.S. Dollar, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignment. Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Trademarks, including all rights therein, as well as the portion of the business to which the marks pertain, as well as any and all rights derived from use of each Trademark, either by itself or by license, as well as the right to sue for past, present and future infringement thereof.
2. Further Assurances. Assignor shall timely execute and deliver any additional documents and perform such additional acts necessary or desirable to record and perfect the interest of Assignee in and to the Trademarks, and shall not enter into any agreement in conflict with this Assignment.
3. Governing Law. This Assignment shall be governed by and construed in accordance with the laws of the State of Alabama, without regard to the conflicts of law rules of such act.

IN WITNESS WHEREOF, each party has caused the Agreement to be executed by its duly authorized representative.

GREAT WESTERN PRODUCTS
COMPANY, INC.

GREAT WESTERN LLC

By: Larry D. Jones
Name: Larry D. Jones
Title: VP Finance

By: Ralph Ferber
Name: RALPH FERBER
Title: CHIEF MANAGER

Schedule A

United States

Trademark	Reg. No.	Reg. Date	Status
SEÑOR CARLOS (stylized)	2,285,424	10/12/1999	Registered
Miscellaneous Design (sombrero only)	2,750,456	08/12/2003	Registered
SEÑOR CARLOS and Design (sombrero design)	2,761,853	09/09/2003	Registered
SUNGLO	2,808,811	01/27/2004	Registered
GREAT WESTERN PRODUCTS COMPANY	2,813,133	02/10/2004	Registered
GREAT WESTERN PRODUCTS COMPANY and Design	2,817,377	02/24/2004	Registered
PREMIUM AMERICA and Design	2,844,821	05/25/2004	Registered