

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
Homeland Housewares		07/10/2006	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Homeland Housewares, LLC		
Street Address:	15250 Ventura Blvd, Suite 300		
City:	Sherman Oaks		
State/Country:	CALIFORNIA		
Postal Code:	91403		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78776583	BULLET 2 GO	
CORRESPONDENCE DATA			
Fax Number:	(818)377-2861		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	818-377-2831		
Email:	afeldstein@pacbell.net		
Correspondent Name:	Alan Feldstein		
Address Line 1:	15250 Ventura Blvd, Suite 300		
Address Line 4:	Sherman Oaks, CALIFORNIA 91403		
NAME OF SUBMITTER:	Alan Feldstein		
Signature:	/Alan Feldstein/		
Date:	07/10/2006		

OP \$40.00 78776583

Total Attachments: 1

900052765

**TRADEMARK
 REEL: 003344 FRAME: 0435**

A S S I G N M E N T

WHEREAS, Homeland Housewares, a California Limited Liability Company has adopted, used and is using the mark in its business and was the owner of Serial #78/776,583 filed on December 19, 2005, a trademark application for registration in the United States Patent and Trademark Office; and,

WHEREAS, Homeland Housewares, LLC a California Limited Liability Company ("Assignee") located and doing business at 15250 Ventura Blvd, Suite 300, Sherman Oaks, CA 91403 has heretofore acquired said trademarks from Homeland Housewares ("Assignor") and the USPTO applications and registrations thereof; and,

WHEREAS, the respective parties desire to further evidence the transfer thereof;

NOW, THEREFORE, for good and valuable consideration in the sum of One Dollar (\$1.00) the receipt of which is hereby acknowledged, "Assignor" does hereby sell, assign, and transfer unto "Assignee" all rights, title and interest in and to the above-identified trademark listed and the corresponding registration thereof, together with that part of the goodwill of the business connected with the use of and symbolized by said mark.

IN WITNESS WHEREOF, Homeland Housewares hereby executes this assignment this

7th day of July 2006.

BY: _____

NAME: Alan Feldstein

TRADEMARK

RECORDED: 07/10/2006

TITLE: Vice President Business Affairs & General Counsel

REEL: 008344 FRAME: 0437