

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Rudolph's, Inc.		07/14/2006	CORPORATION: KENTUCKY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Rudolph Company, L.P.		
<b>Street Address:</b>	1619 Broadway, Suite 601		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10019		
<b>Entity Type:</b>	LIMITED PARTNERSHIP: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78482703		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)996-4766		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	MANAGER@STNICHOLAS.COM		
<b>Correspondent Name:</b>	Trademark Administrator		
<b>Address Line 1:</b>	The Rudolph Company, L.P.		
<b>Address Line 2:</b>	1619 Broadway, Suite 601		
<b>Address Line 4:</b>	New York, NEW YORK 10019		
<b>ATTORNEY DOCKET NUMBER:</b>	0600049		
<b>NAME OF SUBMITTER:</b>	Authorized Signatory		
<b>Signature:</b>	/Authorized Signatory/		
<b>Date:</b>	07/18/2006		

CH \$40.00 78482703

Total Attachments: 2

source=Assignment 78482703#page1.tif

source=Assignment 78482703#page2.tif

ASSIGNMENT

WHEREAS, Rudolph's, Inc., located at 2021 Rob Mason Road, Murray, Kentucky, 42071 ("Assignor"), is the owner of application Serial No. 78/482,703 (the "Application") to register in the U.S. Patent and Trademark Office a trademark consisting of the head of a reindeer with a prominent nose (the "Trademark") and is the owner of the stylized depiction of the Trademark (the "Logo") shown at Schedule A; and

WHEREAS, The Rudolph Company, L.P., located at 1619 Broadway, Suite 601, New York, New York 10019 ("Assignee"), is desirous of acquiring the Application.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Application and all right, title and interest that Assignor has in and to the Trademark and the Logo, together with the goodwill of the business connected with the use of and symbolized by the Trademark, and with all claims arising out of or relating to the use or ownership of the Trademark.

RUDOLPH'S, INC.

By:  President

Dated as of: July 14, 2006

Schedule A

