

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
Love of Quilting, Inc.		10/06/2006	CORPORATION: IOWA
RECEIVING PARTY DATA			
Name:	Quilting Acquisition, LLC		
Street Address:	201 East Fifth Avenue		
Internal Address:	Suite 2750, PNC Center		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2928957	FONS & PORTER'S	
Registration Number:	2873863	LOVE OF QUILTING	
Registration Number:	2504307	LOVE OF QUILTING	
Registration Number:	1954856	FOR THE LOVE OF QUILTING	
Registration Number:	2501017	KLUTZ GLOVE	
Serial Number:	78706495	FONS & PORTER	
CORRESPONDENCE DATA			
Fax Number:	(617)248-4000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-248-4877		
Email:	tadmin@choate.com		
Correspondent Name:	Heather E. Balmat		
Address Line 1:	Two International Place		
Address Line 4:	Boston, MASSACHUSETTS 02110		

OP \$165.00 2928957

ATTORNEY DOCKET NUMBER:	2006701.0015 (QUILTING)
NAME OF SUBMITTER:	Heather E. Balmat
Signature:	/Heather E. Balmat/
Date:	10/23/2006
Total Attachments: 3 source=QuiltingTM#page1.tif source=QuiltingTM#page2.tif source=QuiltingTM#page3.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, Love of Quilting, Inc., a corporation organized and existing under the laws of the state of Iowa, with a principal place of business located at 54 Court, Winterset, IA 50273 (hereinafter referred to as "Assignor") is the owner of the entire right, title and interest in and to the trademarks identified on Schedule A attached hereto together with the goodwill related thereto (hereinafter collectively referred to as the "Marks"); and

WHEREAS, Quilting Acquisition, LLC, a limited liability company organized and existing under the laws of state of Delaware, with a principal place of business at Suite 2750, PNC Center, 201 East Fifth Avenue, Cincinnati, OH 45202 (hereinafter referred to as "Assignee") is desirous of acquiring the entire right, title and interest in and to the Marks and the business and goodwill of the business in connection with which the aforesaid Marks have been used; and

WHEREAS, Assignor and Assignee are entering into an Asset Purchase Agreement dated October 6, 2006 (the "Asset Purchase Agreement"), pursuant to the terms of which Assignor agrees to assign all right, title and interest of Assignor in and to all Company Intellectual Property (as defined in the Asset Purchase Agreement), including all trademarks, service marks, trade dress, trade names, logos and names, whether registered or unregistered and registrations and applications for registration thereof, together with all of the goodwill associated therewith; and


WHEREAS, Assignor has agreed to execute such additional instruments as may be necessary or desirable to confirm such assignment to Assignee;

NOW THEREFORE, in consideration of the foregoing, as well as other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee, its successors, legal representatives and assigns, the entire right, title, and interest of Assignor in and to said Marks, together with the business and goodwill of the business in connection with which the aforesaid Marks have been used, and all claims, if any, which may have arisen thereunder prior to the date of this instrument. The Assignor hereby agrees to execute any and all documents or instruments that may be necessary or proper to confirm, perfect or protect Assignee's ownership of said copyright.

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IN WITNESS WHEREOF, Assignor has caused this instrument to be executed, by its duly authorized corporate officer all effective this 6th day of October, 2006.

LOVE OF QUILTING, INC.



By: Elizabeth Porter

Title: President

STATE OF IOWA

COUNTY OF POLK, ss

October 6, 2006

Before me, the undersigned notary public, personally appeared the above-named Elizabeth Porter, whose name is signed above, and such person acknowledged to me that he/she signed such document voluntarily, for its stated purpose. The identity of such person was proved to me through satisfactory evidence of identification, which was photographic identification with signature issued by a federal or state governmental agency, oath or affirmation of a credible witness, or personal knowledge of the undersigned.



Notary Public

My Commission Expires: 10-10-09



Schedule A

Application Serial No.	Registration No.	Registration Date	Mark	Class of Goods and Services
78377454	2928957	03/01/2005	Fons & Porter's	Magazines, pamphlets, patterns, instruction sheets, and books, all in the field of quilts, quilt patterns, and quilting techniques.
76529245	2873863	08/17/2004	Love of Quilting*	Providing TV programs in the field of quilt making
76182486	2504307	11/06/2001	Love of Quilting*	Magazine pertaining to quilts, quilt patterns, supplies, and quilting techniques
74644805	1954856	02/06/1996	For the Love of Quilting*	Series of books on quilts, quilt patterns and quilting techniques
75941250	2501017	10/23/2001	Klutz Glove	Cut-resistant glove for hobbyists.
78706495		Published for public comment, 9/26/06	Fons & Porter	Certain tools for use in quilting

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Signature page to Assignment of Trademarks.
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