

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
Kenneth S Paley		11/13/2006	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Smart Choice Products, Inc.		
Street Address:	6075 Miami Road		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45243		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78398335	IVY STOP	
CORRESPONDENCE DATA			
Fax Number:	(513)229-0683		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	513-229-0383		
Email:	admin@hn-iplaw.com		
Correspondent Name:	Hasse & Nesbitt LLC		
Address Line 1:	8837 Chapel Square Drive, Suite C		
Address Line 4:	Cincinnati, OHIO 45249		
ATTORNEY DOCKET NUMBER:	UCP-004TM		
NAME OF SUBMITTER:	Daniel F. Nesbitt		
Signature:	/DanielFNesbitt/		
Date:	11/15/2006		

OP \$40.00 78398335

ASSIGNMENT

WHEREAS:

Kenneth S. Paley, an individual, at 7910 Greylock Drive, Cincinnati, OH 45243;

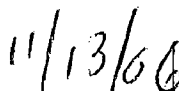
is owner of certain U.S. trade and/or service marks, and is the owner of certain trade and/or service mark applications listed below:

- "IVY STOP", Serial No. 78398335, filed April 7, 2004.

Now for good and valuable consideration, the receipt of which is hereby acknowledged, Kenneth S. Paley assigns to Smart Choice Products, Inc., its legal representatives, successors and assigns, the entire right, title, and interest in the above trade and or service marks, together with the good will of the business symbolized by the marks, and the above-identified registrations and applications thereof, as fully and completely as the same would have been held by Kenneth S. Paley had this assignment not been made. The entire right, title and interest shall vest irrevocably in Smart Choice Products, Inc.



KENNETH S. PALEY



Date