

**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>
BFS Brands, LLC		10/24/2006	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BFS Diversified Products, LLC		
<b>Street Address:</b>	310 East 96th Street		
<b>City:</b>	Indianapolis		
<b>State/Country:</b>	INDIANA		
<b>Postal Code:</b>	46240		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2078060	TRIUMPH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(330)379-4064		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	1-330-379-6178		
<b>Email:</b>	iplaw@bfusa.com		
<b>Correspondent Name:</b>	Thomas R. Kingsbury		
<b>Address Line 1:</b>	1200 Firestone Parkway		
<b>Address Line 4:</b>	Akron, OHIO 44317		
<b>NAME OF SUBMITTER:</b>	Thomas R. Kingsbury		
<b>Signature:</b>	/Thomas R. Kingsbury/		
<b>Date:</b>	03/16/2007		

CH \$40.00 2078060

Total Attachments: 2

**900071929**

**TRADEMARK  
 REEL: 003501 FRAME: 0855**

source=TM Assignment for Triumph#page1.tif  
source=TM Assignment for Triumph#page2.tif

**ASSIGNMENT OF TRADEMARK REGISTRATION**

WHEREAS, BFS Brands, LLC, a limited liability company organized and existing under and by virtue of the laws of the State of Delaware, having an address of 535 Marriott Drive, Nashville, Tennessee 37214, or its predecessors in interest, has adopted and used the mark which is registered in the United States Patent and Trademark Office, whose registration number and registration date is set out in Exhibit A attached hereto; and

WHEREAS, BFS Diversified Products, LLC, a limited liability company organized and existing under and by virtue of the laws of the State of Delaware, having an address of 310 East 96<sup>th</sup> Street, Indianapolis, Indiana 46240, is desirous of acquiring said mark and said Registration;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said BFS Brands, LLC, does hereby assign unto BFS Diversified Products, LLC, all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the identified Registration thereof.

BFS BRANDS, LLC

By: Thomas R. Kingsbury  
Name: Thomas R. Kingsbury  
Title: Assistant Secretary

State of Ohio )  
                  ) SS  
County of Summit

On this 24<sup>th</sup> day of October, 2006, before me personally appeared Thomas A. Kingsbury, personally known to me, to be the person signing this Assignment, in the capacity stated, who acknowledged to me the truth of the statements contained herein, the same being his free act and deed.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 27<sup>th</sup> day of October, 2006.

Mildred L. Persin  
Notary Public

MILDRED L. PERSIN, Notary Public  
Residence - Summit County  
State Wide Jurisdiction  
My Commission Expires November 29, 2006

ASSIGNMENT OF TRADEMARK REGISTRATION

EXHIBIT A

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
TRIUMPH	2,078,060	07/08/1997