

**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>
Harry London Candies, Inc.		05/10/2007	CORPORATION: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Maxfield Candy Company		
<b>Street Address:</b>	1050 South 200 West		
<b>City:</b>	Salt Lake City		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84101		
<b>Entity Type:</b>	CORPORATION: UTAH		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2058089	HEARTLAND	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(801)321-4893		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	mkrieger@kmclaw.com		
<b>Correspondent Name:</b>	Michael F. Krieger		
<b>Address Line 1:</b>	60 East South Temple		
<b>Address Line 2:</b>	1800 Eagle Gate Tower		
<b>Address Line 4:</b>	Salt Lake City, UTAH 84111		
<b>ATTORNEY DOCKET NUMBER:</b>	12114.12 MN		
<b>NAME OF SUBMITTER:</b>	Michael F. Krieger		
<b>Signature:</b>	/Michael F. Krieger/		
<b>Date:</b>	05/22/2007		

CH \$40.00 2058089

Total Attachments: 1  
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**TRADEMARK ASSIGNMENT**

WHEREAS, Harry London Candies, Inc., a corporation duly organized under the laws of the State of Ohio, located at 5353 Lauby Road, North Canton, Ohio 44720 (hereinafter referred to as "Assignor"), is the owner of the entire right, title, and interest in and to the following trademark including all rights in and to such trademark created under any applicable federal or state statutes or common law or under the applicable trademark laws of any foreign country,

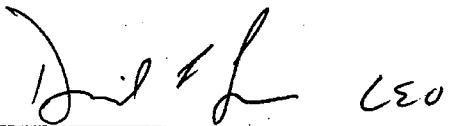
WHEREAS, Assignor desires to transfer all right, title, interest and goodwill in the trademark, its' registration and application, and all accrued rights including, prior uses and rights against any infringements before the date of this assignment to Maxfield Candy Company, a corporation ("Assignee").

Trademark	Application No	Filing Date
Heartland	74/675,508	2,058,089

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE the entire right, title and interest in and to said trademark and its respective registration thereof, together with the goodwill of the uses or business symbolized by and associated with the Marks.

The Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and such officials in foreign countries as are duly authorized by their laws to register trademarks, to record this Assignment of or issue any and all certificates or renewal certificates of registration of the Mark to the Assignee as the owner of the entire interest, for the sole use and behalf of the said Assignee, its successors, assigns and legal representatives.

Dated this 10<sup>th</sup> day of May, 2007.

  
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Harry London Candies, Inc.