

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
PRETTY PRODUCTS, INC.		06/29/2007	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	PRETTY PRODUCTS, LLC
Street Address:	2223 Rochelle Park Drive
City:	Rochester Hills
State/Country:	MICHIGAN
Postal Code:	48309
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	1325469	RUBBER QUEEN
Registration Number:	1473694	AUTO POCKETS
Registration Number:	1445302	ULTRA-GUARD PLUS
Registration Number:	1789508	ESSEX
Registration Number:	2295111	RUBBER QUEEN
Registration Number:	2306935	OEM QUALITY RUBBER QUEEN WORLD'S LARGEST MANUFACTURER OF ORIGINAL EQUIPMENT FLOOR MATS

CORRESPONDENCE DATA

Fax Number: (248)358-3351
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (248) 358-4400
Email: cbaunoch@brookskushman.com
Correspondent Name: Matthew R. Mowers
Address Line 1: 1000 Town Center, 22nd Floor
Address Line 4: Southfield, MICHIGAN 48075-1238

CH \$165.00 1325469

ATTORNEY DOCKET NUMBER:	SEY 0168 A
NAME OF SUBMITTER:	Matthew R. Mowers
Signature:	/matthew r mowers/
Date:	08/08/2007

Total Attachments: 8

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INTELLECTUAL PROPERTY TRANSFER AGREEMENT

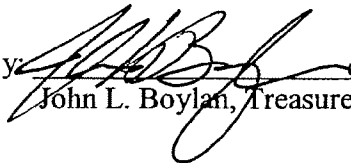
WHEREAS, Pretty Products, Inc., an Ohio corporation, with its principal place of business at 592 Clow Lane/437 Cambridge Road, Coshocton, Ohio 43812 ("Assignor"), has adopted, owns, and is using the marks PRETTY PRODUCTS and other marks, and the applications for registration and registrations thereof, listed on Exhibit A attached hereto (collectively, the "Marks") in connection with its automotive floor mat manufacturing business (the "Business");

WHEREAS, Assignor has created, owns, and is using the copyrights listed on Exhibit B attached hereto (the "Copyrights") in connection with the Business; and

WHEREAS, Pretty Products, LLC, a Michigan limited liability company, with its principal place of business at 2223 Rochelle Park Drive, Rochester Hills, Michigan 48309 ("Assignee") has succeeded to that portion of Assignor's business and assets in connection with which Assignor has used the Marks and Copyrights and desires to acquire the Marks and Copyrights.

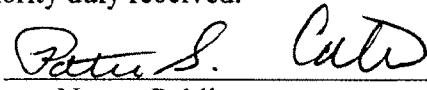
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee all right, title, and interest in and to the Marks and Copyrights, together with the goodwill of the business symbolized by the Marks.

PRETTY PRODUCTS, INC.

By: 
John L. Boylan, Treasurer

Dated effective as of: June 29, 2007

On this 27th day of June, 2007, personally appeared John L. Boylan, to me known as the Treasurer of Pretty Products, Inc., the Assignor named above, and acknowledged that he executed the foregoing Assignment pursuant to authority duly received.


Notary Public



PATRICIA S. CALLAHAN
NOTARY PUBLIC, STATE OF OHIO
MY COMMISSION EXPIRES JUNE 29, 2010

Execution Copy

EXHIBIT A

TRADEMARK

REEL: 003597 FRAME: 0327

LOC FILE NO	SERIAL NO	REGN NO	REGN DATE	EXPIRES	RENEWAL DUE	TRADEMARK	COUNTRY	OWNER/ASSIGNEE
213	73431701	3325463	3/18/1985	3/19/2016	N/A	RUBBER QUEEN	US	PRETTY PRODUCTS, INC.
228	73902618	1473634	1/18/1988	1/19/2008	N/A	AUTO POCKETS	US	PRETTY PRODUCTS, INC.
230	734627442	1446302	8/30/1987	8/30/2007	N/A	ULTRA-GUARD PLUS	US	PRETTY PRODUCTS, INC.
330	703982	413770	6/18/1993	6/18/2008	N/A	GRIP-LOCK	CANADA	PRETTY PRODUCTS, INC.
343	74352231	1789608	8/28/1993	8/28/2013	N/A	ESSEX	US	PRETTY PRODUCTS, INC.
683	31886	36530	5/9/1987	5/9/2007	N/A	RUBBER QUEEN (CLASS 12)	PERU	PRETTY PRODUCTS, INC.
684	31987	39361	8/22/1987	8/22/2007	N/A	RUBBER QUEEN (CLASS 27)	PERU	PRETTY PRODUCTS, INC.
688	75414448	2295111	11/30/1999	11/30/2009	N/A	RUBBER QUEEN & DESIGN	US	PRETTY PRODUCTS, INC.
654	75414447	2305935	1/11/2000	1/11/2010	N/A	GEN QUALITY RUBBER QUEEN WORLD'S LARGEST MANUFACTURER OF ORIGINAL EQUIPMENT FLOOR MATS & DESIGN	US	PRETTY PRODUCTS, INC.
670	873295	545805	5/28/2001	5/28/2016	N/A	RUBBER QUEEN & DESIGN	CANADA	PRETTY PRODUCTS, INC.

671	670204	645802	6/29/2001	6/29/2018	N/A	GEN QUALITY RUBBER QUEEN WORLD'S LARGEST MANUFACTURER OF ORIGINAL EQUIPMENT FLOOR MATS & DESIGN RUBBER OUGEN, THE LEADER IN AUTOMOTIVE MATS & ACCESSORIES & DESIGN	CANADA	PRETTY PRODUCTS, INC.
672	670213	645785	6/29/2001	6/29/2018	N/A	GEN QUALITY RUBBER QUEEN WORLD'S LARGEST MANUFACTURER OF ORIGINAL EQUIPMENT FLOOR MATS & DESIGN RUBBER OUGEN, THE LEADER IN AUTOMOTIVE MATS & ACCESSORIES & DESIGN	CANADA	PRETTY PRODUCTS, INC.
747	680545	638425	1/9/2001	1/9/2018	N/A	GEN QUALITY RUBBER QUEEN WORLD'S LARGEST MANUFACTURER OF ORIGINAL EQUIPMENT FLOOR MATS & DESIGN RUBBER OUGEN, THE LEADER IN AUTOMOTIVE MATS & ACCESSORIES & DESIGN	CANADA	PRETTY PRODUCTS, INC.

Execution Copy

EXHIBIT B

TRADEMARK

REEL: 003597 FRAME: 0330

LCC FILE NO.	SERIAL NO.	REGN NO.	ISSUED	EXPIRES	RENEWAL DUE	COPYRIGHT	COUNTRY	OWNER
221	N/A	VA-173-012	12/7/1984	N/A	N/A	COLLECTION OF MEDALLION DESIGNS	US	PRETTY PRODUCTS, INC.
222	N/A	VA-178-133	12/31/1984	N/A	N/A	RUBBER QUEEN SELECTION GUIDE	US	PRETTY PRODUCTS, INC. (S.A. RUBBER QUEEN)
227	N/A	VA219-068	3/27/1986	N/A	N/A	TRUCK CONSOLE	US	PRETTY PRODUCTS, INC.
238	N/A	VA219-088	2/27/1986	N/A	N/A	CAR CONSOLE	US	PRETTY PRODUCTS, INC.
247	N/A	VA226-678	8/3/1986	N/A	N/A	UMBRELLA HOLDER	US	PRETTY PRODUCTS, INC.
248	N/A	VA226-536	8/3/1986	N/A	N/A	TISSUE HOLDER	US	PRETTY PRODUCTS, INC.
249	N/A	VA226-806	8/3/1986	N/A	N/A	CASSETTE HOLDER	US	PRETTY PRODUCTS, INC.
250	N/A	VA226-831	8/3/1986	N/A	N/A	SHOOLE BAGS	US	PRETTY PRODUCTS, INC.
261	N/A	VA237-172	8/18/1986	N/A	N/A	STORAGE POCKET #3907	US	PRETTY PRODUCTS, INC.
262	N/A	VA237-173	8/18/1986	N/A	N/A	SUNGLASS HOLDER	US	PRETTY PRODUCTS, INC.
263	N/A	VA237-174	8/18/1986	N/A	N/A	STORAGE POCKET #3310	US	PRETTY PRODUCTS, INC.
265	N/A	TX-1-300-066	4/27/1984	N/A	N/A	PROGRAMMING FOR INVENTORY CONTROL SYSTEM	US	PRETTY PRODUCTS, INC.

LOG FILE NO.	REGN NO.	ISSUE DATE	COPYRIGHT NAME	REGISTRANT NAME
176	TX085-033	10/18/1982	THE BAG RACK	RUBBER QUEEN, DIVISION OF PRETTY PRODUCTS, INC.
185A	TX081-612	4/15/1982	CLIP-ON SPLASH GUARD (8428)	RUBBER QUEEN
185B	TX1-053-160	4/15/1982	CLIP-ON SPLASH GUARD (8427)	RUBBER QUEEN
186	TX081-613	4/15/1982	THE SUPERVISOR ORGANIZER	RUBBER QUEEN
226B	TX088-720	10/23/1981	CONSOLETTA	RUBBER QUEEN, DIVISION OF PRETTY PRODUCTS, INC.
226C	TX088-718	10/23/1981	NEW CONSOLETTA	RUBBER QUEEN, DIVISION OF PRETTY PRODUCTS, INC.
307	TX005-710	11/27/1981	CUSTOMIZED SPLASH GUARDS	RUBBER QUEEN

PRETTY PRODUCTS, INC.
COPYRIGHT REGISTRATIONS

Registration No.	Registration Date	Title	Registrant
TX-999-311*	4/26/82	LITTER BASKET/SNACK TRAY WITH INSULATED COMMUTER TUMBLERS	Rubber Queen, division of Pretty Products, Inc.
VA-228-263*	6/18/86	UMBRELLA HOLDER	acPretty Products, Inc.
VA-228-264*	6/18/86	CASSETTE HOLDER	acPretty Products, Inc.
VA-228-265*	6/18/86	TISSUE HOLDER	acPretty Products, Inc.
VA-228-266*	6/18/86	SUNGLASS HOLDER	acPretty Products, Inc.
VA-228-267*	6/18/86	STORAGE POCKET	acPretty Products, Inc.
VA-228-268*	6/18/86	STORAGE POCKET	acPretty Products, Inc.
VA-228-269*	6/18/86	SADDLE BAGS	acPretty Products, Inc.

* Sellers do not make any representations or warranties with respect to whether any person or entity is infringing on the Proprietary Rights of Sellers with respect to these copyrights. These copyrights may relate to products that are no longer in production or that are otherwise obsolete. Sellers have not taken any measures to protect their Proprietary Rights in these copyrights.