

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|------------------------------|----------|----------------|------------------------|
| Superior Merchandise Company | | 06/03/2004 | CORPORATION: LOUISIANA |

RECEIVING PARTY DATA

| | |
|-----------------|--|
| Name: | TBAC Investment Trust |
| Composed Of: | COMPOSED OF J.S.B. Jenkins as sole trustee |
| Street Address: | 690 East Lamar Boulevard, Ste. 200 |
| City: | Arlington |
| State/Country: | TEXAS |
| Postal Code: | 76011 |
| Entity Type: | Pennsylvania Business Trust: PENNSYLVANIA |

PROPERTY NUMBERS Total: 7

| Property Type | Number | Word Mark |
|----------------------|---------|---------------|
| Registration Number: | 1721441 | ETON |
| Registration Number: | 2028047 | STAYS'N CASE |
| Registration Number: | 2404968 | ETON |
| Registration Number: | 2095928 | COLLAR - EASE |
| Registration Number: | 2792151 | SPORTS PLAY |
| Registration Number: | 2698645 | CORKY |
| Registration Number: | 2724002 | STAYS 'N CASE |

CORRESPONDENCE DATA

Fax Number: (214)745-5390
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 214.745.5730
 Email: bgarrard@winstead.com
 Correspondent Name: Winstead PC
 Address Line 1: P.O. Box 50784

CH \$190.00 1721441

Address Line 2: Attn: Beverly Garrard/IP Docketing
Address Line 4: Dallas, TEXAS 75201

| | |
|-------------------------|-----------------------|
| ATTORNEY DOCKET NUMBER: | 13171-1 |
| NAME OF SUBMITTER: | Diane K. Lettelleir |
| Signature: | /Diane K. Lettelleir/ |
| Date: | 08/31/2007 |

Total Attachments: 3
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ASSIGNMENT

THIS ASSIGNMENT, effective as June 3, 2004, is made by and between Superior Merchandise Company, a Louisiana Corporation ("Assignor"), having an address of 2727 Prytania Street, Ste. 3, New Orleans, LA 70130 and TBAC Investment Trust, Inc., a Pennsylvania business trust ("Assignee"), having a business address of 690 East Lamar Boulevard, Suite 200, Arlington, Texas 76011.

WHEREAS, the Assignor owns all rights, title and interest to certain Intellectual Property (hereinafter "IP"), all of which are identified in Schedule "A" attached hereto; and

WHEREAS, the Assignee is desirous of acquiring the worldwide right, title and interest in and to the IP;


NOW THEREFORE, in consideration of ten dollars (\$10) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor agrees and covenants as follows:

1. Assignor sells, assigns, conveys and transfers to Assignee, and Assignee accepts as of the date of this Assignment all right, title and interest in and to the IP, together with the goodwill of the business symbolized by the IP, including the right to apply for and receive registrations of the IP throughout the United States and in all other countries of the world, the right to sue and recover damages for past, present and future infringements
2. Assignor represents and warrants that it is the sole and true owner of the IP and has not assigned, conveyed, transferred or granted to any third party any interest in, or otherwise encumbered in any manner, the IP; that, to the best of its knowledge, no third party owns, or is entitled to, any right or interest in the IP that would preclude, conflict with or encumber this Assignment; and that it hereby consents to this Assignment.
3. Assignor agrees, at the request of Assignee and at Assignee's expense, to execute and deliver such other and further documents and legal instruments, and do all other things reasonably necessary to perfect in Assignee, its assigns, successors and legal representatives, all right, title and interest in and to the IP hereby conveyed and transferred, throughout the world, including without limitation executing and delivering any and all powers of attorney, applications, assignments, declarations and affidavits.
4. This Assignment and the covenants herein are made for the benefit of the Assignee and its successors and assigns and may be transferred without the consent or Assignor.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed as of the date first above written.

Assignor:

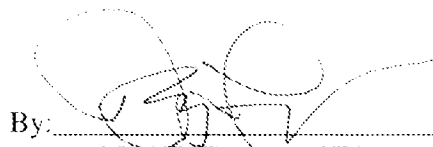
SUPERIOR MERCHANDISE COMPANY



Mark J. Flaherty, Vice-President

Assignee:

TBAC INVESTMENT TRUST, INC.



By: Mark J. Flaherty, CFO

SCHEDULE A
TO THE ASSIGNMENT BY AND BETWEEN
SUPERIOR MERCHANDISE COMPANY (AS ASSIGNOR)
AND
TBAC INVESTMENT TRUST, INC. (AS ASSIGNEE)

| <u>Mark</u> | <u>Registration No.</u> | <u>Registration Date</u> |
|--------------|-------------------------|--------------------------|
| ETON | 1,721,441 | October 6, 1992 |
| STAYS'N CASE | 2,028,047 | December 31, 1996 |
| ETON | 2,404,968 | November 21, 2000 |
| COLLAR-EASE | 2,095,928 | September 9, 1997 |
| SPORTS PLAY | 2,792,151 | December 9, 2003 |
| CORKY | 2,698,645 | March 18, 2003 |
| STAYS'N CASE | 2,724,002 | June 10, 2003 |

Dallas, TX 50890543
13171 18/31/2007