

TRADEMARK ASSIGNMENT

Electronic 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
GENERATION 2 WORLDWIDE, LLC		02/15/2005	LIMITED LIABILITY COMPANY: KENTUCKY
RECEIVING PARTY DATA			
Name:	SHAMROCK INDUSTRIES, INC.		
Street Address:	7001 Wooster Pike		
City:	Medina		
State/Country:	OHIO		
Postal Code:	44256		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2805475	SLEEP'N STORE	
Registration Number:	2580044	SAFETYCRAFT	
CORRESPONDENCE DATA			
Fax Number:	(330)722-6446		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	330-721-0000		
Email:	paw@walkerandjocke.com		
Correspondent Name:	Patricia A. Walker		
Address Line 1:	231 South Broadway		
Address Line 4:	Medina, OHIO 44256		
ATTORNEY DOCKET NUMBER:	FOUNDATIONS		
NAME OF SUBMITTER:	Patricia A. Walker		
Signature:	/PAW/		

CH \$65.00 2805475

Date:

09/09/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment is made as of February 15, 2005 by and between GENERATION 2 WORLDWIDE, LLC, an Alabama corporation, 113 Anderson Court, Dothan, Alabama 36301 ("Assignor"), and SHAMROCK INDUSTRIES, INC., an Ohio corporation, 7001 Wooster Pike, Medina, Ohio 44256("Assignee").

Whereas, Assignor is the owner of the trademarks and U.S. applications and registrations therefor, listed on Exhibit A attached hereto ("Trademarks");

Whereas, Assignor is desirous of conveying and Assignee is desirous of acquiring the entire right, title and interest of Assignor in and to the Trademarks, together with the goodwill of the business in connection with which the Trademarks are used and the applications and registrations therefor;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer, and convey, to Assignee, its successors and assigns, the entire right, title and interest in and to the Trademarks and the applications and registrations therefor, together with the goodwill of the business in connection with which said marks are used.

In witness whereof, Generation 2 Worldwide, LLC has caused this Assignment to be executed by its duly authorized representative as of the date first above written.

GENERATION 2 WORLDWIDE, LLC.

By: _____

Title: _____

EXHIBIT A

Trademark Applications and Registrations

Trademark	Country (State)	Reg. No. (Serial No.)	Reg. Date (Filing Date)
SAFETYCRAFT	US	2,580,044	6/11/2002
SLEEP'N STORE	US	2,805,475	1/13/2004

Common Law Trademarks

SafetyCraft® Safer by Design

SafetyCraft® Built 2 Last

Full View

Look At Me

Cuddle Up

Stow Away

Wee Guest

1st Sleepover