

**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>
Jabel Incorporated		09/24/2007	CORPORATION: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Joeely, Incorporated		
<b>Street Address:</b>	38 Bee Brook Road		
<b>City:</b>	Washington Depot		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06794		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	0249652	FFF	
Registration Number:	0506536	JABEL	
Registration Number:	1435489	ADD-A-CLUSTER	
Registration Number:	1435490	ADD-A-SECTION	
Registration Number:	1591940	JII	
Registration Number:	2639371	MASTERS IN THE PRICELESS ART OF EXCELLENCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)588-0780		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-588-9800		
<b>Email:</b>	mail@levman.com		
<b>Correspondent Name:</b>	Howard F Mandelbaum		
<b>Address Line 1:</b>	444 Madison Avenue		
<b>Address Line 2:</b>	35th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10022		

OP \$165.00 0249652

ATTORNEY DOCKET NUMBER:	JABE000000
NAME OF SUBMITTER:	Howard F Mandelbaum
Signature:	/Howard F Mandelbaum/
Date:	09/24/2007
Total Attachments: 1 source=JABEL ASSIGNMENT executed#page1.tif	

## ASSIGNMENT

Whereas Jabel Incorporated, a corporation of the State of New Jersey, having a place of business at 365 Coit Street, Irvington, NJ 07111, owns the following trademarks which are registered in the United States Patent and Trademark Office, namely,

<u>Trademark</u>	<u>Registration No.</u>	<u>Issue Date</u>
FFF	249,652	11/20/1928
JABEL	506,536	2/8/1949
ADD-A-CLUSTER	1,435,489	4/7/1987
ADD-A-SECTION	1,435,490	4/7/1987
JII (stylized)	1,591,940	4/17/1990
MASTERS IN THE PRICELESS ART OF EXCELLENCE	2,639,371	10/22/2002

Whereas Joeely, Incorporated, a corporation of the State of Delaware, having a place of business at 38 Bee Brook Road, Washington Depot, CT 06794 is desirous of acquiring said marks and the registrations thereof.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Jabel Incorporated does hereby assign unto the said Joeely, Incorporated, all right, title and interest in and to the said trademarks, together with the good will of the business symbolized by the trademarks, and the above identified registrations thereof, together with all claims for damages by reason of past infringement of said trademarks, with the right to sue for, and collect the same for its own use and behalf, and for the use and behalf of its successors, assigns or other legal representatives.

Jabel Incorporated

By 

Daniel D. Herman, President

Dated: September 24, 2007