

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	10/05/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
MooreCo, L.P.		10/05/2007	LIMITED PARTNERSHIP: TEXAS

RECEIVING PARTY DATA

Name:	MooreCo, Inc.
Street Address:	2885 Lorraine Avenue
City:	Temple
State/Country:	TEXAS
Postal Code:	76501
Entity Type:	CORPORATION: TEXAS

PROPERTY NUMBERS Total: 30

Property Type	Number	Word Mark
Registration Number:	3089730	BEST-RITE
Registration Number:	2257903	PROJECTION PLUS
Registration Number:	2510836	WHEASEL
Registration Number:	2423761	CHAIRMAN OF THE BOARDS
Registration Number:	2292358	BEST-BITE
Registration Number:	2200763	IT'S A BETTER BOARD
Registration Number:	3021584	INCLINATION
Registration Number:	2914937	TRUE ADJUST
Registration Number:	2967898	SPEAK EASY
Registration Number:	2503243	ALTERNATIVE KEYBOARD
Registration Number:	2432390	ALTERNATIVE KEYBOARD
Registration Number:	1611265	BALT

OP \$765.00 3089730

Registration Number:	2926231	SMART ONE
Registration Number:	2943487	TWO-PNEU
Registration Number:	3138527	THE ROLE MODEL
Serial Number:	78757933	ACROSS THE BOARD
Serial Number:	78803386	BEST IN CLASS
Serial Number:	78768678	BR
Serial Number:	78837916	TRANSFORMER
Serial Number:	78823974	MARK-RITE
Serial Number:	78837941	RITE-ON
Serial Number:	78869952	EURO
Registration Number:	1981947	BEST-RITE
Registration Number:	2018622	BR
Registration Number:	2312543	THE BOARD OF DIRECTORS
Registration Number:	3056919	THE BOARD OF EDUCATION
Registration Number:	3052715	DURA-RITE
Registration Number:	3052730	DURA-SAFE
Registration Number:	3041683	PALE-RITER
Registration Number:	3034026	NEW-RITE

CORRESPONDENCE DATA

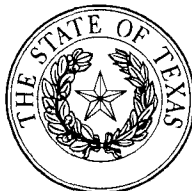
Fax Number: (703)683-8396
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 703-548-6284
Email: lsantucci@nathlaw.com
Correspondent Name: Gary M. Nath
Address Line 1: 112 S. West Street
Address Line 4: Alexandria, VIRGINIA 22314

ATTORNEY DOCKET NUMBER:	04084
NAME OF SUBMITTER:	Gary M. Nath/HDS
Signature:	/H David Starr for Gary M. Nath/
Date:	10/16/2007

Total Attachments: 5
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TRADEMARK

REEL: 003640 FRAME: 0705



Office of the Secretary of State

CERTIFICATE OF MERGER

The undersigned, as Secretary of State of Texas, hereby certifies that a filing instrument merging

MooreCo, L.P.
Domestic Limited Partnership (LP)
[File Number: 800634986]

Into

MooreCo, Inc. [Prior Name : MooreCo Merger Corp.]
Domestic For-Profit Corporation
[File Number: 800876446]

has been received in this office and has been found to conform to law.

Accordingly, the undersigned, as Secretary of State, and by the virtue of the authority vested in the secretary by law, hereby issues this certificate evidencing the acceptance and filing of the merger on the date shown below.

Dated: 10/05/2007

Effective: 10/05/2007



A handwritten signature in black ink that reads "Phil Wilson".

Phil Wilson
Secretary of State

OCT 05 2007

CERTIFICATE OF MERGER
under the Texas Business Organizations Code

Corporations Section

Pursuant to Chapter 10 of the Texas Business Organizations Code (the "TBOC"), and the title applicable to each domestic filing entity identified below, the undersigned parties submit this Certificate of Merger:

1. Parties to the Merger. The name, organizational form, state of incorporation or organization, and file number, if any, issued by the Secretary of State for each organization that is a party to the merger are as follows:

a. MooreCo, L.P., a Texas limited partnership. It is organized under the laws of the State of Texas as a limited partnership. The file number is 800634986. Its principal place of business is 2885 Lorraine Avenue, Temple, Texas 76501. This organization will not survive the merger.

b. MooreCo Merger Corp., a Texas corporation (the "Surviving Entity"). It is organized under the laws of the State of Texas as a for-profit corporation. The file number is 800876446. Its principal place of business is 2885 Lorraine Avenue, Temple, Texas 76501. This organization will survive the merger. The plan of merger amends the name of the surviving organization. The new name of the surviving organization is "MooreCo, Inc."

2. Plan of Merger. The plan of merger is not attached. A signed plan of merger is on file at the principal place of business of each surviving, acquiring, or new domestic entity or non-code organization that is named in this Certificate of Merger. On written request, a copy of the plan of merger will be furnished without cost by each surviving, acquiring, or new domestic or non-code organization to any owner or member of any domestic entity that is a party to or created by the plan of merger.

3. Name Change. The Surviving Entity hereby amends its Certificate of Formation by changing its name to MooreCo, Inc.

4. Approval of the Plan of Merger. The plan of merger has been approved as required by the laws of the jurisdiction of formation of each organization that is a party to the merger and the governing documents of those organizations.

5. Effectiveness of Filing. This document becomes effective when the document is accepted and filed by the Secretary of State.

6. Tax Certificate. In lieu of providing the tax certificate, the Surviving Entity will be liable for the payment of the required fees and franchise taxes of the non-surviving party.

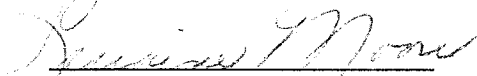
The undersigned signed this document subject to the penalties imposed by law for the submission of a materially false or fraudulent instrument as of October ____, 2007.

[SIGNATURE PAGES FOLLOW]

MOORECO, L.P.

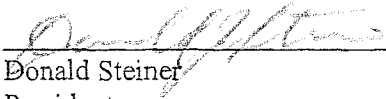
By: MooreCo GP, L.L.C.,
its General Partner

By:



Lorraine Moore
Lorraine Moore
Chief Executive Officer and
Manager

MOORECO MERGER CORP.

By: 
Name: Donald Steiner
Title: President

SIGNATURE PAGE TO
CERTIFICATE OF MERGER

TRADEMARK
REEL: 003640 FRAME: 0709



Office of the Secretary of State

October 05, 2007

Vinson & Elkins, L.L.P.
The Terrace 7, 2801 Via Fortuna, Ste. 100
Austin, TX 78746 USA

RE:
MooreCo, Inc. (File Number: 800876446)

It has been our pleasure to approve and place on record the filing instrument effecting a merger. The appropriate evidence of filing is attached for your files. Payment of the filing fee is acknowledged by this letter.

If we can be of further service at any time, please let us know.

Sincerely,

Corporations Section
Business & Public Filings Division

Enclosure

Come visit us on the internet at <http://www.sos.state.tx.us/>

Phone: (512) 463-5555
Prepared by: Lisa Sartin

Fax: (512) 463-5709
TID: 10339

Dial: 7-1-1 for Relay Services
TRADEMARK
122390002

RECORDED: 10/16/2007

REEL: 003640 FRAME: 0710