

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
Mill Creek Associates, Inc,		07/25/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Family Christian Stores, Inc.		
Street Address:	5300 Patterson Avenue SE		
City:	Grand Rapids		
State/Country:	MICHIGAN		
Postal Code:	49512		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2547676	FAMILY PERKS	
CORRESPONDENCE DATA			
Fax Number:	(616)222-2469		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	616-752-2469		
Email:	trademarks@wnj.com		
Correspondent Name:	James L. Scott		
Address Line 1:	111 Lyon Street NW		
Address Line 2:	900 Fifth Third Center		
Address Line 4:	Grand Rapids, MICHIGAN 49503		
NAME OF SUBMITTER:	James Scott - Warner Norcross & Judd LLP		
Signature:	/J Scott/		
Date:	10/16/2007		
Total Attachments: 1			

OP \$40.00 2547676

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TRADEMARK
REEL: 003641 FRAME: 0028

TRADEMARK ASSIGNMENT

For other good and valuable consideration paid by Family Christian Stores, Inc., a Michigan corporation with a place of business at 5300 Patterson Avenue SE, Grand Rapids, Michigan 49512 ("Assignee") to Mill Creek Associates, Inc., a Delaware corporation with a place of business at 289 North Main Street, Ambler, Pennsylvania 19002 ("Assignor"), the receipt and sufficiency of which is acknowledged by Assignor, Assignor hereby sells, assigns, and transfers to Assignee, and the successors, assigns, and legal representatives of Assignee, the entire right, title, and interest in the United States and in all foreign countries in and to the mark FAMILY PERKS, including U.S. Registration No. 2547676, together with all related common law rights and the goodwill of the business symbolized thereby (collectively the "Mark").

Assignor further sells, assigns, and transfers to Assignee and the successors, assigns, and legal representatives of Assignee, the entire right, title, and interest in and to all claims for damages by reason of past infringement of the Mark with the right to sue for and collect same and in and to all legal equivalents of the Mark in foreign countries.

Assignor has executed this Assignment as of the date indicated below.

Date: 7/25/7

MILL CREEK ASSOCIATES, INC.

By: AA

Name: ANDREW J BORISLAW

Title: OWNER

STATE OF P.A.)
) ss.
COUNTY OF Montgomery

On this 25th day of July, 2007, personally appeared before me the above-named _____, to me known to be the person described in and who executed the foregoing instrument and acknowledged the same to be his free act and deed in and for the purposes set forth in said instrument.

George A. Iacome
Notary Public P.A. County, Montgomery

