

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
Bully's, Inc.		12/04/2007	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Bully's Corporation		
Street Address:	1404 Camino Del Mar		
City:	Del Mar		
State/Country:	CALIFORNIA		
Postal Code:	92014		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1481972	BULLY'S	
CORRESPONDENCE DATA			
Fax Number:	(619)702-6813		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(619) 685-3055		
Email:	alspough@scmv.com		
Correspondent Name:	John H. Alspough		
Address Line 1:	750 "B" Street		
Address Line 2:	2100 Symphony Towers		
Address Line 4:	San Diego, CALIFORNIA 92101		
ATTORNEY DOCKET NUMBER:	1690.52607		
NAME OF SUBMITTER:	Bully's, Inc.		
Signature:	/Beverly Yuhause, President/		
Date:	12/06/2007		

CH \$40.00 1481972

Total Attachments: 1
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ASSIGNMENT OF TRADEMARK
BULLY'S

Bully's, Inc., a California corporation ("Assignor"), has adopted and used the trademark, service mark, and tradename "Bully's" in connection with business of Assignor (collectively, the "Trademark"). Assignor has registered the Trademark as follows:

United States Federal Patent and Trademark Office Principal Register,
registered March 22, 1988, Trademark Registration No. 1481972.

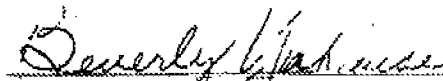
FOR VALUABLE CONSIDERATION, the receipt of which is hereby acknowledged, Assignor hereby transfers and assigns to Bully's Corporation, a California corporation, all of the right, title, and interest of Assignor in and to the Trademark, including without limitation all goodwill associated with the use of the Trademark, and all rights in the registration of the Trademark as described above.

This Assignment of Trademark shall be effective as of December 4, 2007.

ASSIGNOR:

BULLY'S, INC.,
a California corporation

By:


Beverly Yuhase President