

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
Mario Belardino		02/05/2008	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Susan Belardino
Street Address:	2 East Avenue
Internal Address:	Suite 209
City:	Larchmont
State/Country:	NEW YORK
Postal Code:	10538
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	77033303	PROSECCHINO
Serial Number:	77136676	ITALIAN STALLION
Serial Number:	77269006	ITALIAN STALLION
Serial Number:	77320142	ITALIAN STALLION
Serial Number:	77320157	ITALIAN STALLION
Serial Number:	77377727	PLUS ONE
Serial Number:	77377754	PLUS TWO

CORRESPONDENCE DATA

Fax Number: (617)507-6585

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 617-504-0436

Email: hs1@mindspring.com

Correspondent Name: Heidi A. Schiller

Address Line 1: 197 Elm Street

OP \$190.00 77033303

900098238

TRADEMARK
REEL: 003712 FRAME: 0463

Address Line 2:	Suite 1730
Address Line 4:	Northampton, MASSACHUSETTS 01060

NAME OF SUBMITTER:	Heidi A. Schiller
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Signature:	/Heidi A. Schiller/
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Date:	02/05/2008
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Total Attachments: 4

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ASSIGNMENT

This agreement, effective this 5th day of February 2008 ("Effective Date") is by and between Mario Belardino, a U.S. citizen with a postal address of 2 East Avenue, Suite 209, Larchmont, NY 10538 (hereinafter "Assignor") and Susan Belardino, a U.S. citizen with a postal address of 2 East Avenue, Suite 209, Larchmont, NY 10538 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks ITALIAN STALLION, PROSECCHINO, PLUS ONE and PLUS TWO (hereinafter the "Marks"), the business to which the Marks apply and the goodwill associated therewith;

WHEREAS, Assignee is desirous of purchasing all right, title and interest in and to that the portion of Assignor's ongoing business to which the Marks apply, together with the Marks and the goodwill associated therewith;

NOW THEREFORE in consideration of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, the parties agree as follows:

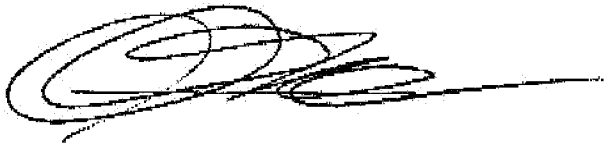
Assignor hereby sells, assigns, delivers and sets over to the entire right, title and interest of Assignor in and to that portion of Assignor's ongoing business to which the Marks related together with the Marks and the goodwill of such business and all registrations and applications therefor in the United States (as per the attached Schedule A) and all other countries (as per the attached Schedule B), including any renewals and extensions of the registrations that are or may be secured under the laws of the United States and all other countries, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors,

assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if the assignment and sale had not been made; together with all income, royalties or payments due or payable as of the Effective Date of this agreement or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed by their duly authorized representatives.

Mario Belardino

Susan Belardino



SCHEDULE A

U.S. TRADEMARK APPLICATIONS

PROSECCHINO -- U.S. Serial No. 77/033303 filed October 31, 2006

ITALIAN STALLION -- U.S. Serial No. 77/136676 filed March 21, 2007

ITALIAN STALLION -- U.S. Serial No. 77/269006 filed August 31, 2007

ITALIAN STALLION -- U.S. Serial No. 77/320142 filed November 2, 2007

ITALIAN STALLION -- U.S. Serial No. 77/320157 filed November 2, 2007

PLUS ONE -- U.S. Serial No. 77/377727 filed January 22, 2008

PLUS TWO -- U.S. Serial No. 77/377754 filed January 22, 2008

Schedule B

Foreign Trademark Applications and Registrations

PROSECCHINO – Canadian Application No. 1,348,515 filed May 23, 2007

PROSECCHINO – German Registration No. 307 28 149 issued April 27, 2007

PROSECCHINO – UK Registration No. 2454002 issued April 27, 2017

ITALIAN STALLION – Australian App. No. 1182673 filed June 14, 2007

ITALIAN STALLION – Canadian Application No. 1,348,514 filed May 23, 2007

ITALIAN STALLION – CTM Application No. 5997408 filed June 13, 2007