

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
Primo Products International, Inc.		01/31/2008	CORPORATION:
RECEIVING PARTY DATA			
Name:	AmeriMark Direct LLC		
Street Address:	6864 Engle Road		
City:	Cleveland		
State/Country:	OHIO		
Postal Code:	44130		
Entity Type:	LIMITED LIABILITY COMPANY:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78966804	FEELGOOD STORE	
CORRESPONDENCE DATA			
Fax Number:	(216)621-6536		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	drp@kjk.com		
Correspondent Name:	David R. Posteraro		
Address Line 1:	1375 East Ninth Street		
Address Line 2:	20th Floor		
Address Line 4:	Cleveland, OHIO 44113-1793		
ATTORNEY DOCKET NUMBER:	05356.001		
NAME OF SUBMITTER:	David R. Posteraro		
Signature:	/David R. Posteraro/		
Date:	04/10/2008		

CH \$40.00 78966804

Total Attachments: 1
source=Exhibit B (K0166377)#page1.tif

EXHIBIT B

ASSIGNMENT OF SERVICE MARK APPLICATION

THIS ASSIGNMENT ("Assignment") is made effective as of the [31st] day of January, 2008, from PRIMO PRODUCTS INTERNATIONAL, INC., a California corporation ("ASSIGNOR"), to AMERIMARK DIRECT LLC, a Delaware limited liability company ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of the service mark application "FEELGOOD STORE", U.S. Application Ser. No. 78,966,804 (the "Application"); and

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Application and to any registered service mark resulting from the Application (together with the Application, the "Mark"), together with the goodwill of the business symbolized thereby in connection with the services associated with the Mark;

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Application, together with: (1) the goodwill of the business in which the Mark is used; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark; and (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Mark.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

PRIMO PRODUCTS INTERNATIONAL, INC.

State of California)
County of San Diego)

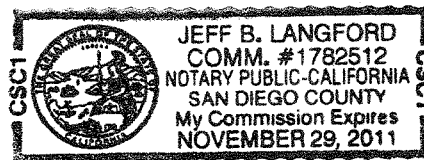
By: Jason R. Zinn
Title: President

On Jan 31, 2008, before me, Jeff B Langford, Notary Public, personally appeared Jason Zinn, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

[Signature]
Signature of Notary Public

[SEAL]



{K0159806.4}

RECORDED: 04/10/2008

TRADEMARK
REEL: 003756 FRAME: 0610