

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Making Everlasting Memories, Ltd.		04/14/2008	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	Making Everlasting Memories, L.L.C.
Street Address:	11475 Northlake Drive
City:	Cincinnati
State/Country:	OHIO
Postal Code:	45249
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	78445488	MEM MOVING MEMORIES
Registration Number:	2340218	MEM
Registration Number:	2342645	MAKING EVERLASTING MEMORIES
Registration Number:	2346624	EVERLASTING MEMORIAL
Registration Number:	2698885	FAMILY HERITAGE REGISTRY
Registration Number:	2551058	LIFELONG MEMORIES
Registration Number:	3145785	SEND MY BEST
Registration Number:	2989877	SEND MY BEST
Registration Number:	2987688	EVERLASTING MEMORIES

CORRESPONDENCE DATA

Fax Number: (513)651-6981
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (513) 651-6783
 Email: trademarks@fbtlaw.com
 Correspondent Name: Monica L. Dias

OP \$240.00 78445488

Address Line 1: 2200 PNC Center, 201 East Fifth Street
Address Line 4: Cincinnati, OHIO 45202

ATTORNEY DOCKET NUMBER:	103085/513734
NAME OF SUBMITTER:	Monica L. Dias
Signature:	/monica l. dias/
Date:	04/14/2008

Total Attachments: 2
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ASSIGNMENT OF TRADEMARK

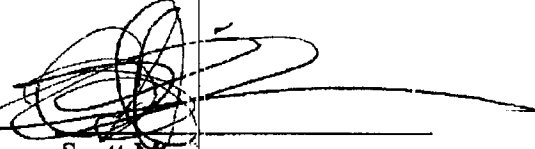
WHEREAS, Making Everlasting Memories, Ltd. ("Assignor"), an Ohio Corporation, having its principal place of business at 11475 Northlake Drive, Ohio 45249, is the sole owner of the entire right, title and interest in and to the trademarks as listed in Schedule "A" (hereinafter referred to as the trademarks); and

WHEREAS, Making Everlasting Memories, L.L.C. (hereinafter "Assignee"), an Delaware Limited Liability Company, having its principal place of business at 11475 Northlake Drive, Ohio 45249, is desirous of acquiring the entire right, title and interest in and to said trademarks and the United States registrations thereof, together with goodwill of the business in connection with which said trademarks are used;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee, the entire right, title and interest in and to said trademarks and the United States registrations thereof, and in and to the goodwill of the business in connection with which said trademarks are used, the same to be held and enjoyed by said Assignee for its own use and benefit, and for the use and benefit of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by said Assignor, if this assignment had not been made; together with all claims for damages by reasons of past infringement of said trademarks, with the right to sue for, and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, said Assignor has caused this trademark assignment to be executed this 14th day of April, 2008.

MAKING EVERLASTING MEMORIES, LTD.

By 
Name: Scott Mindrum
Title: President & CEO

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SCHEDULE A**Trademarks**

Canada	MAKING EVERLASTING MEMORIES	1,102,438	TM/590,800	23-Sep-2003
Canada	MEM	1,102,439	TM/590,640	24-Sep-2003
Canada	HONNEUR ET MEMOIRES	1,243,432	TM/677,512	22-Nov-2006
United States	MEM	75/559,161	2,340,218	11-Apr-2000
United States	MAKING EVERLASTING MEMORIES	75/559,165	2,342,645	18-Apr-2000
United States	EVERLASTING MEMORIAL	75/559,166	2,346,624	02-May-2000
United States	FAMILY HERITAGE REGISTRY	76/033,615	2,698,885	18-Mar-2003
United States	LIFELONG MEMORIES	76/057,619	2,551,058	19-Mar-2002
United States	SEND MY BEST	76/057,620	3,145,785	19-Sep-2006
United States	SEND MY BEST	76/057,621	2,989,877	30-Aug-2005
United States	EVERLASTING MEMORIES	76/223,204	2,987,688	23-Aug-2005
United States	MEM MOVING MEMORIES	78/445,488		

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