

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
UP BRANDS LIMITED		03/11/2008	LIMITED LIABILITY COMPANY:

RECEIVING PARTY DATA

Name:	USA PRO IP LIMITED
Street Address:	Britwell Road
Internal Address:	Grenville Court, Burnham
City:	Buckinghamshire
State/Country:	UNITED KINGDOM
Postal Code:	SL1 8DF
Entity Type:	LIMITED LIABILITY COMPANY:

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	77012245	U

CORRESPONDENCE DATA

Fax Number: (973)424-2001
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 973-424-2064
 Email: sogoldsmith@duanemorris.com
 Correspondent Name: Susan Okin Goldsmith
 Address Line 1: 744 Broad Street
 Address Line 2: Suite 1200
 Address Line 4: Newark, NEW JERSEY 07102

ATTORNEY DOCKET NUMBER:	K0676-00014
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DOMESTIC REPRESENTATIVE

Name: Susan Okin Goldsmith

CH \$40.00 77012245

Address Line 1: 744 Broad Street
Address Line 2: Suite 1200
Address Line 4: Newark, NEW JERSEY 07102

NAME OF SUBMITTER:	Susan Okin Goldsmith
Signature:	/Susan Goldsmith/
Date:	04/15/2008
Total Attachments: 2 source=Assignment - UP BRANDS LIMITED - USA PRO IP LIMITED#page1.tif source=Assignment - UP BRANDS LIMITED - USA PRO IP LIMITED#page2.tif	

TRADE MARK ASSIGNMENT

WHEREAS **UP BRANDS LIMITED** (hereinafter called "the Assignor") of 31 Percy Road, Aylestone, Leicester, Leicestershire LE2 8FP United Kingdom is the owner of all right, title and interest in and to the Trade Mark which is registered in the United States Patent Office set out in the attached Schedule 1 to this assignment (hereinafter called "the said Trade Mark") and has been using the said Trade Mark in connection with its business and goodwill

WHEREAS, **USA PRO IP LIMITED** of Grenville Court, Britwell Road, Burnham, Buckinghamshire SL1 8DF, United Kingdom (hereinafter called "the Assignee") is desirous of acquiring the entire right, title and interest in and to the said Trade Mark and the goodwill of the business associated therewith

NOW THEREFORE, to whom it may concern

Be it known that for and in consideration of the sum of US\$1.00 to it in hand paid by the ASSIGNEE, and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR has sold, assigned, transferred and set over, and does hereby sell, assign, transfer and set out over unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right, title and interest for the territory of the United States of America in and to the said Trade Mark identified herein, together with the goodwill of the business associated therewith, the same to be held and enjoyed by ASSIGNEE for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR, as if this assignment and sale had not been made, together with any and all claims and demands, both at law and in equity, which ASSIGNOR have or may have by reason of past infringement of said Trade Mark herein sold, assigned and transferred all rights to sue and recover for said claims and demands

AND ASSIGNOR hereby covenant that it has the full right to convey the entire right, title and interest herein assigned and it has not executed any agreement or assignment in conflict therewith

SCHEDULE 1

Trade Mark

Application No.

Application Date

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77/012,245

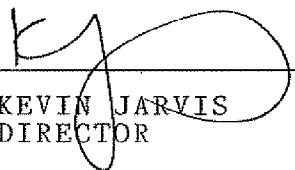
15 August 2007

EXECUTED at

12:31pm this 11th day of MAR(+) 2008

ASSIGNOR :

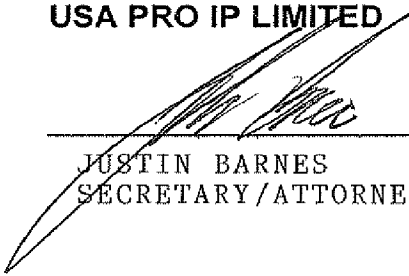
UP BRANDS LIMITED



KEVIN JARVIS
DIRECTOR

ASSIGNEE :

USA PRO IP LIMITED



JUSTIN BARNES
SECRETARY/ATTORNEY