

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ARIZONA MAIL ORDER COMPANY, INC.		04/11/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	HOME ETC, INC.		
Street Address:	450 WINKS LANE		
City:	PHILADELPHIA		
State/Country:	PENNSYLVANIA		
Postal Code:	19020		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3272194	HOME ETC	
Registration Number:	3205518	HOME ETC	
Registration Number:	1789388	HOME ETC	
CORRESPONDENCE DATA			
Fax Number:	(215)638-6919		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-638-6905		
Email:	kathleen.lieberman@charming.com		
Correspondent Name:	KATHLEEN H. LIEBERMAN		
Address Line 1:	450 WINKS LANE		
Address Line 4:	Philadelphia, PENNSYLVANIA 19020		
NAME OF SUBMITTER:	Kathleen H. Lieberman		
Signature:	/Kathleen H. Lieberman/		

CH \$90.00 3272194

Date:

04/18/2008

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Arizona Mail Order Company, Inc. a Delaware corporation, having a place of business at 3740 E. 34th St., Tucson, AZ 85713 (the "Assignor") is the owner of record of the U. S. Trademark Registrations set forth on Schedule A hereto;

WHEREAS, Home Etc, Inc., a Delaware corporation, having a place of business at 450 Winks Lane, Bensalem, PA 19020 (the "Assignee") is desirous of acquiring all of Assignor's rights, title and interest in and to the registrations, the marks identified on Schedule "A" attached hereto (the "Marks") and the attendant good will;

WHEREAS, it is desired that the assignment of said registrations and applications be made of record in the United States Patent and Trademark Office.

NOW THEREFORE, for good and valuation consideration, the receipt and sufficient of which are hereby acknowledged and intending to be legally bound hereby, Assignor hereby assigns to said Assignee all of Assignor's rights, title and interest in and to the said Marks, together with (a) the goodwill of the business symbolized by and associated with the said Marks, (b) all applications therefor and registrations and renewals thereof, and (c) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or the registrations thereof or such associated goodwill.

Assignor agrees to execute and deliver, at Assignee's request and at Assignee's expense, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all of Assignor's rights, title and interest in and to the Marks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

Signature Page to Follow

Assignment ARIZONA MAIL
ORDER COMPANY, INC.

By: _____

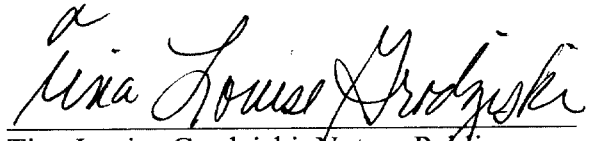
Name: Jonathon Graub

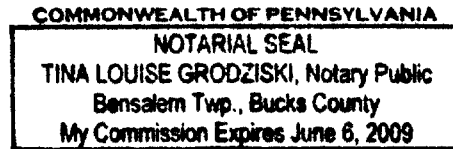
Title: Vice President

Dated: April 11, 2008

COMMONWEALTH OF PENNSYLVANIA :
: SS
COUNTY OF BUCKS :

On this the 11th day of April, 2008 before me appeared Jonathon Graub the person who signed this instrument, who acknowledged that he holds the position of Vice President for ARIZONA MAIL ORDER COMPANY, INC. and that being duly authorized he signed this instrument as a free act on behalf of such company.


Tina Louise Grodziski, Notary Public



SCHEDULE "A"

REGISTRATIONS FILED IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

<u>Mark</u>	<u>Registration No.</u>
HOME ETC	3,272,194
HOME ETC	3,205,518
HOME ETC	1,789,388