

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/31/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Barefoot Worldwide, Inc.		05/15/2008	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	Barefoot, Inc.
Street Address:	700 West Pete Rose Way
City:	Cincinnati
State/Country:	OHIO
Postal Code:	45203
Entity Type:	CORPORATION: OHIO

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	3393324	MARKETING THE PURSUIT OF HAPPINESS
Serial Number:	78895629	REASONS TO RATIONALIZE

CORRESPONDENCE DATA

Fax Number: (513)977-8141
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 5139778503
 Email: tracy.shannon@dinslaw.com
 Correspondent Name: Emily M. Judge
 Address Line 1: 255 East Fifth Street
 Address Line 2: 1900 Chemed Center
 Address Line 4: Cincinnati, OHIO 45202

ATTORNEY DOCKET NUMBER:	10164-1
NAME OF SUBMITTER:	Emily M. Judge

OP \$65.00 3393324

Signature:

/emily judge/

Date:

05/23/2008

Total Attachments: 3

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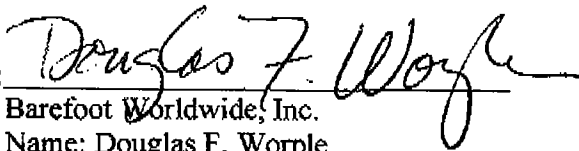
NUNC PRO TUNC ASSIGNMENT OF TRADEMARKS

WHEREAS, Barefoot Worldwide, Inc. (hereinafter "Assignor"), an Ohio corporation, whose principal address is 700 West Pete Rose Way, Cincinnati, Ohio 45203, is the owner of federal and common law trademark rights for the marks listed in Schedule A (hereinafter the "MARKS"); and

WHEREAS, Barefoot, Inc. ("Assignee"), an Ohio corporation, whose principal address is 700 West Pete Rose Way, Cincinnati, Ohio 45203, desires to acquire all right, title and interest in and to the MARKS and the federal registrations or applications therefore, together with the goodwill of the business symbolized by the MARKS and the entire business as required by 15 U.S.C. § 1060;

NOW, THEREFORE, for good and valuable consideration, the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title, and interest in and to the aforesaid MARKS and the federal registrations or applications therefore, together with the goodwill of the business symbolized with the MARKS and the entire business as required by 15 U.S.C. § 1060, nunc pro tunc, effective as of December 31, 2006.

FURTHER, Assignor hereby covenants, agrees and undertakes to execute all applications, assignments, lawful oaths and any other papers which may be necessary for securing to, or for transferring from, the Assignee the Trademark hereby assigned, all without further compensation to Assignor.

By: 
Barefoot Worldwide, Inc.
Name: Douglas F. Worpel
Position: President

STATE OF OHIO)
) SS
COUNTY OF HAMILTON)

SWORN to and subscribed before me this 15th day of May, 2008.

Pamela Clark
Notary Public



**PAMELA CLARK
NOTARY PUBLIC
STATE OF OHIO
Comm. Expires
February 21, 2013
Recorded in
Warren County**

Schedule A

Trademark	Country	Registration or Serial Number	Registration Date
MARKETING THE PURSUIT OF HAPPINESS	United States of America	3393324	March 4, 2008
REASONS TO RATIONALIZE	United States of America	78/895629	n/a