

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
Sirius Products, Inc.		06/18/2008	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Simplicity Products International, Inc.		
Street Address:	2257 Century Hill		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78980399	SIMPLICITY	
CORRESPONDENCE DATA			
Fax Number:	(202)344-8300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	trademarkdocket@venable.com		
Correspondent Name:	Mark B. Harrison		
Address Line 1:	575 7th Street, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004-1601		
ATTORNEY DOCKET NUMBER:	41935-260874		
NAME OF SUBMITTER:	Mark B. Harrison, Esq.		
Signature:	/MBH-hrc/		
Date:	07/07/2008		

CH \$40.00 78980399

Total Attachments: 1

900110651

**TRADEMARK
 REEL: 003810 FRAME: 0828**

ASSIGNMENT

WHEREAS, Sirius Products, Inc. (hereinafter "Assignor"), a California corporation having its offices and principal place of business at 18911 Nordhoff Street, Northridge, California 91324, is the owner of U.S. Trademark Application Serial No. 78/980,399 for the mark SIMPLICITY, and of the trademark shown in said application, and of the goodwill of the business symbolized by said mark;

AND WHEREAS, Simplicity Products International, Inc., (hereinafter "Assignee"), a Delaware corporation having a mailing address at 2257 Century Hill, Los Angeles, California, 90067, is desirous of acquiring the entire right, title and interest in and to the said trademark application, the trademark shown in said application, the goodwill of the business symbolized by said mark, and the right to sue for past infringements;

AND WHEREAS, U.S. Trademark Application Serial No. 78/980,399 is the "child" application of U.S. Trademark Application Serial No. 78/854,527, and a Statement of Use of the mark for the goods shown in Application Serial No. 78/980,399 has been filed or is being filed concurrently herewith;

NOW, THEREFORE, for One Dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer unto the said Assignee the entire right, title and interest in and to the said trademark application, and the trademark shown in the said application, together with the goodwill of the business symbolized by said mark, the right of Assignor to conduct business under said trademark, and the right to sue for past infringements of said mark.

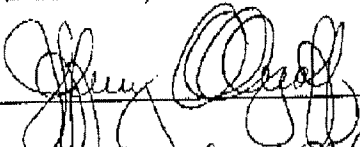
Done, this 18th day of JUNE, 2008.

Sirius Products, Inc.

By: _____

Name: _____

Title: _____


JEFFREY WYCROFT
U.P.