

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
Barefoot, Inc.		06/26/2008	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Barefoot, LLC		
Street Address:	700 West Pete Rose Way		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45203		
Entity Type:	LIMITED LIABILITY COMPANY: OHIO		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2741787	BAREFOOT ADVERTISING	
Registration Number:	2550181	CREATIVE THAT KNOCKS YOUR SOCKS OFF	
Registration Number:	3393324	MARKETING THE PURSUIT OF HAPPINESS	
Serial Number:	78895629	REASONS TO RATIONALIZE	
CORRESPONDENCE DATA			
Fax Number:	(513)977-8141		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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		
NAME OF SUBMITTER:	Emily M. Judge		
Signature:	/emily m judge/		

OP \$115.00 2741787

Date:

07/15/2008

Total Attachments: 3

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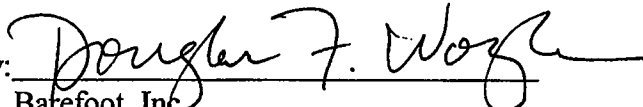
ASSIGNMENT OF TRADEMARKS

WHEREAS, Barefoot, 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, LLC ("Assignee"), an Ohio limited liability company, 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.

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, Inc.
Name: Douglas F. Worple
Position: President

STATE OF OHIO)
)
COUNTY OF HAMILTON)

SS

SWORN to and subscribed before me this 26th day of June, 2008.

Jill M. Scherff

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JILL MARIE SCHERFF
ATTORNEY AT LAW
Notary Public, State of Ohio
My Commission Has No Expiration
Section 147.03 R.C.

Schedule A

Trademark	Country	Registration or Serial Number	Registration Date
BAREFOOT ADVERTISING	United States of America	2741787	July 29, 2003
CREATIVE THAT KNOCKS YOUR SOCKS OFF	United States of America	2550181	March 19, 2002
MARKETING THE PURSUIT OF HAPPINESS	United States of America	3393324	March 4, 2008
REASONS TO RATIONALIZE	United States of America	78/895629	n/a