

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
Hollander Home Fashions		09/19/2008	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	WP IP, LLC		
Street Address:	507 W. 10th Street		
City:	West Point		
State/Country:	GEORGIA		
Postal Code:	31833		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78481507	VELLIUM	
CORRESPONDENCE DATA			
Fax Number:	(212)226-1995		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-226-7700		
Email:	ccastro@yeellp.com		
Correspondent Name:	Amy C. Opp		
Address Line 1:	110 Greene Street, Suite 700		
Address Line 4:	New York, NEW YORK 10012		
ATTORNEY DOCKET NUMBER:	1149/US TM GEN		
NAME OF SUBMITTER:	Amy C. Opp		
Signature:	/Amy C. Opp/		
Date:	10/20/2008		

OP \$40.00 78481507

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

WHEREAS, Hollander Home Fashions, a New Jersey corporation having a principal place of business at 6560 West Rogers Circle, Boca Raton, FL 33487 (hereinafter referred to as "ASSIGNOR"), is the owner of United States trademark application S.N. 78/481507 for the mark VELLIUM (hereinafter referred to as the "TRADEMARK") and has a bona fide intent to use said TRADEMARK; and

WHEREAS, WP IP, LLC, a Nevada limited liability corporation having its principal place of business at 507 W. 10th Street, West Point, GA 31833 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the entire business or portion thereof to which the TRADEMARK pertains, and acquiring all of the right, title and interest of ASSIGNOR in, to and under the TRADEMARK, together with the goodwill of the business associated with the TRADEMARK.

NOW THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged:

ASSIGNOR hereby transfers to ASSIGNEE the entire business or portion thereof to which the TRADEMARK pertains and the entire right, title and interest of ASSIGNOR in and to the TRADEMARK, together with the goodwill of the business associated with the TRADEMARK;


ASSIGNOR does hereby sell, assign, transfer and set over unto ASSIGNEE, its successors, legal representatives and assigns all claims for damages by reason of past infringement of the TRADEMARK, the right to sue for and collect the same for its own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representative;

ASSIGNOR further authorizes the Commissioner of Patents and Trademarks of the United States to record S.N. 78/481507 as the property of ASSIGNEE; and

ASSIGNOR further agrees to execute such further documents as may be required to record ASSIGNEE as the owner of the TRADEMARK herein assigned.

IN WITNESS WHEREOF, this instrument has been executed this 19th day of September, 2008.

HOLLANDER HOME FASHIONS

By: 
Name: Jeffrey Hollander
Title: President