

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                       |                                       |
|----------------------------------|--|-----------------------|---------------------------------------|
| <b>SUBMISSION TYPE:</b>          | NEW ASSIGNMENT   |                       |                                       |
| <b>NATURE OF CONVEYANCE:</b>     | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                       |                                       |
| <b>CONVEYING PARTY DATA</b>      |  |                       |                                       |
| <b>Name</b>                      | <b>Formerly</b>  | <b>Execution Date</b> | <b>Entity Type</b>                    |
| Bullet Express, LLC              |  | 11/11/2008            | LIMITED LIABILITY COMPANY: CALIFORNIA |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                                       |
| <b>Name:</b>                     | Homeland Housewares, LLC   |                       |                                       |
| <b>Street Address:</b>           | 11755 Wilshire Blvd  |                       |                                       |
| <b>Internal Address:</b>         | Suite 1150   |                       |                                       |
| <b>City:</b>                     | Los Angeles  |                       |                                       |
| <b>State/Country:</b>            | CALIFORNIA   |                       |                                       |
| <b>Postal Code:</b>              | 90025  |                       |                                       |
| <b>Entity Type:</b>              | LIMITED LIABILITY COMPANY: CALIFORNIA  |                       |                                       |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                       |                                       |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                                       |
| <b>Serial Number:</b>            | 77502410   | BULLET EXPRESS        |                                       |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                                       |
| <b>Fax Number:</b>               | (818)377-2861  |                       |                                       |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                                       |
| <b>Phone:</b>                    | 818-377-2831   |                       |                                       |
| <b>Email:</b>                    | feldstein.alan@gmail.com   |                       |                                       |
| <b>Correspondent Name:</b>       | Alan Feldstein   |                       |                                       |
| <b>Address Line 1:</b>           | 15250 Ventura Blvd   |                       |                                       |
| <b>Address Line 2:</b>           | Suite 300  |                       |                                       |
| <b>Address Line 4:</b>           | Sherman Oaks, CALIFORNIA 91403   |                       |                                       |
| <b>NAME OF SUBMITTER:</b>        | Alan Feldstein   |                       |                                       |
| <b>Signature:</b>                | /Alan Feldstein/   |                       |                                       |
| <b>Date:</b>                     | 11/11/2008   |                       |                                       |

OP \$40.00 77502410

Total Attachments: 1  
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## ASSIGNMENT

**WHEREAS**, Bullet Express, LLC, a California Limited Liability Company has adopted, used and is using the mark in its business and was the owner of Serial #77502410 filed on June 18, 2008 a trademark application for registration in the United States Patent and Trademark Office; and,

**WHEREAS**, Homeland Housewares, LLC, a California Limited Liability Company ("Assignee") located and doing business at 11755 Wilshire Blvd, Suite 1150, Los Angeles, CA 90025 has heretofore acquired said trademarks from Bullet Express, LLC ("Assignor") and the USPTO applications and registrations thereof; and,

**WHEREAS**, the respective parties desire to further evidence the transfer thereof;

**NOW, THEREFORE**, for good and valuable consideration in the sum of One Dollar (\$1.00) the receipt of which is hereby acknowledged, "Assignor" does hereby sell, assign, and transfer unto "Assignee" all rights, title and interest in and to the above-identified trademark listed and the corresponding registration thereof, together with that part of the goodwill of the business connected with the use of and symbolized by said mark.

IN WITNESS WHEREOF, Bullet Express, LLC hereby executes this assignment this 30 day of October 2008.

BY:

  
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Bullet Express, LLC

NAME: Alan Feldstein

TITLE: Vice President Business Affairs & General Counsel