

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
Bullet Express, LLC		11/11/2008	LIMITED LIABILITY COMPANY: UNITED STATES
RECEIVING PARTY DATA			
Name:	Homeland Housewares, LLC		
Street Address:	11755 Wilshire Blvd.		
Internal Address:	Suite 1150		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90025		
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77500299	BULLET EXPRESS	
CORRESPONDENCE DATA			
Fax Number:	(818)377-2861		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(818) 377-2831		
Email:	feldstein.alan@gmail.com		
Correspondent Name:	Alan Feldstein		
Address Line 1:	15250 Ventura Blvd		
Address Line 2:	Suite 1150		
Address Line 4:	Sherman Oaks, CALIFORNIA 91403		
NAME OF SUBMITTER:	Alan Feldstein		
Signature:	/Alan Feldstein/		
Date:	11/11/2008		

OP \$40.00 77500299

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 #77500299 filed on June 16, 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: 

Bullet Express, LLC

NAME: Alan Feldstein

TITLE: Vice President Business Affairs & General Counsel