

**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>
Intellectual Images, LLC		04/13/2009	LIMITED LIABILITY COMPANY: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Lifetime Brands, Inc.		
<b>Street Address:</b>	1000 Stewart Avenue		
<b>City:</b>	Garden City		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11530		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77426161	HEARTLAND	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)451-2222		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-451-2300		
<b>Email:</b>	kzecha@olshanlaw.com		
<b>Correspondent Name:</b>	Olshan Grundman Frome Rosenzweig & Wolos		
<b>Address Line 1:</b>	65 E 55th Street		
<b>Address Line 2:</b>	Attn: Mary L. Grieco		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>ATTORNEY DOCKET NUMBER:</b>	06886.013		
<b>NAME OF SUBMITTER:</b>	Mary Grieco		
<b>Signature:</b>	/mary grieco/		

CH \$40.00 77426161

Date:

04/14/2009

Total Attachments: 1

source=Heartland Assignment (Pending mark)#page1.tif

**TRADEMARK ASSIGNMENT**

THIS ASSIGNMENT OF TRADEMARKS (hereafter "Assignment") is made as of the 31<sup>st</sup> day of October 2008 by and among Intellectual Images, LLC, a New Jersey limited liability company with an address at 358 West Ivy Lane, Englewood, New Jersey 07631 (hereafter "Assignor") and Lifetime Brands, Inc., a Delaware corporation with an address at 1000 Stewart Avenue, Garden City, New York 11530 (hereafter "Assignee")

WHEREAS Assignor and Assignee are parties to an Assignment Agreement dated October 31, 2008 (hereafter "Agreement")

WHEREAS Assignor is the owner of a pending U.S. trademark application for the mark HEARTLAND, Serial No. 77426161 (hereafter "Mark")

WHEREAS, Assignee is the successor to Assignor's business to which the Mark pertains and desires to acquire the Mark, and any and all applications and/or registrations therefor, together with the goodwill of the business symbolized by the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, the entire right, title and interest, whether statutory or at common law, in and to the Mark, together with the goodwill of the business symbolized by the Mark throughout the world and any and all applications and/or registrations therefor, including but not limited to, United States Serial No. 77426161, together with all causes of action for previously occurring infringements of the rights being assigned, and the right to receive and retain the proceeds relating to those infringements

INTELLECTUAL IMAGES, LLC

By: Rosa E. Frias  
Name: Rosa Frias  
Title: Managing Member

LIFETIME BRANDS, INC.

By: Jeffrey Siegel  
Name: JEFFREY SIEGEL  
Title: CEO / PRESIDENT