

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
O'Bryan Bros., Inc		04/30/2009	CORPORATION: ILLINOIS

**RECEIVING PARTY DATA**

<b>Name:</b>	OBBI Acquisition, LLC
<b>Street Address:</b>	16 East 34th Street
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10016
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK

**PROPERTY NUMBERS Total: 14**

Property Type	Number	Word Mark
Registration Number:	1151788	CUDDL DUDS
Registration Number:	2828244	CLIMATESMART
Registration Number:	3115112	HIDDEN ASSETS
Registration Number:	3163320	CHILL CHASERS
Registration Number:	3016078	WARM ESSENTIALS
Registration Number:	2858932	CUDDL JOHNS
Registration Number:	3519852	SKINSATIONS
Registration Number:	2857672	ANNIQUE
Registration Number:	2702896	WARM & CUDDLY
Registration Number:	0786469	LORRAINE
Registration Number:	1876003	CUDDL KIDS
Registration Number:	2121879	WARM N' SILKY
Serial Number:	78713790	COMFORTECH
Serial Number:	77575399	SMART LAYER

OP \$365.00 1151788

CORRESPONDENCE DATA

Fax Number: (908)725-7088

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 908-722-5640

Email: officeactions@br-tmlaw.com

Correspondent Name: Stephen L. Baker

Address Line 1: 575 Route 28, Suite 102

Address Line 4: Raritan, NEW JERSEY 08869

NAME OF SUBMITTER:	Stephen L. Baker
Signature:	/Stephen L. Baker/
Date:	05/01/2009

Total Attachments: 2

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**ASSIGNMENT**

WHEREAS, O'Bryan Bros., Inc., a corporation organized and existing under the laws of the State of Illinois, with a principal place of business located at 4220 West Belmont Avenue, Chicago, IL 60641-4620, United States of America (hereinafter "ASSIGNOR") is the owner of the Trademarks, U.S. Trademark Registrations and pending U.S. Trademark Applications listed on Schedule A attached hereto; and

WHEREAS, OBBI Acquisition, LLC, a limited liability company organized and existing under the laws of the State of New York, with a principal place of business located at 16 East 34<sup>th</sup> Street, New York, NY 10016, United States of America (hereinafter "ASSIGNEE"), is desirous of acquiring the Trademarks, U.S. Trademark Registrations and pending U.S. Trademark Applications listed on Schedule A attached hereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all of its right, title and interest in and to 1) the Trademarks, U.S. Trademark Registrations and U.S. Trademark Applications based on use listed on Schedule A attached hereto and any Trademark Registration resulting therefrom, together with the goodwill of the business associated therewith, and 2) the U.S. Trademark Applications based on intent-to-use listed on Schedule A attached hereto together with the portion of the business to which the marks in those applications pertain.

IN WITNESS WHEREOF, ASSIGNOR has hereunto set its hand this 30<sup>th</sup> day of April, 2009.



By: Michael O'Bryan  
Title: President

STATE OF Illinois )  
COUNTY OF COOK )

On April 30<sup>th</sup>, 2009 before me personally came Michael O'Bryan known to me to be the individual described in and who executed the foregoing instrument, and acknowledged to me that he/she executed it.

  
Notary Public

**SCHEDULE A**

To Assignment of Trademarks, Trademark Registrations and Trademark Applications  
From O'Bryan Brothers, Inc. to OBBI Acquisition, LLC

<u>TRADEMARK</u>	<u>U.S. REGISTRATION NO.</u>
CUDDL DUDS	1,151,788
CLIMATESMART	2,828,244
HIDDEN ASSETS	3,115,112
CHILL CHASERS	3,163,320
WARM ESSENTIALS	3,016,078
CUDDL JOHNS	2,858,932
SKINSATIONS	3,519,852
ANNIQUE	2,857,672
WARM & CUDDLY	2,702,896
LORRAINE	0,786,469
CUDDL KIDS	1,876,003
WARM N' SILKY	2,121,879

<u>TRADEMARK</u>	<u>U.S. APPLICATION NO. (Based on Use)</u>
COMFORTECH	78/713,790

<u>TRADEMARK</u>	<u>U.S. APPLICATION NO. (Based on Intent to Use)</u>
SMART LAYER	77/575,399