

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
Esskay Investments, Inc.		05/21/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	SF Investments, Inc.		
Street Address:	3411 Silverside Road		
Internal Address:	103 Baynard Building		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19810		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1649603	ESSKAY	
Registration Number:	0154687	ESS-KAY	
CORRESPONDENCE DATA			
Fax Number:	(215)851-1420		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-851-8100		
Email:	phlipdocketing@reedsmith.com		
Correspondent Name:	Carl H. Pierce, Esq.		
Address Line 1:	Reed Smith LLP, 1650 Market Street		
Address Line 2:	2500 One Liberty Place		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	965160.20010		
NAME OF SUBMITTER:	Carl H. Pierce		

OP \$65.00 1649603

Signature:	/Carl H. Pierce/
Date:	05/21/2009
Total Attachments: 3 source=Assignment for Esskay Marks executed#page1.tif source=Assignment for Esskay Marks executed#page2.tif source=Assignment for Esskay Marks executed#page3.tif	

CONFIRMATORY ASSIGNMENT

WHEREAS, Esskay Investments, Inc., a Delaware Corporation, the full post office address of whose principal office or place of business is at 3411 Silverside Road, 103 Baynard Building, Wilmington, Delaware, 19810, United States of America, hereinafter referred to as "ASSIGNOR", has held certain ownership rights in and to certain intellectual property as identified on Exhibit A (hereinafter the "PROPERTIES"), attached hereto;

WHEREAS, ASSIGNOR assigned ownership rights in and to the PROPERTIES to SF Investments, Inc., a Delaware Corporation, the full post office address of whose principal office or place of business is 3411 Silverside Road, 103 Baynard Building, Wilmington, Delaware, 19810, United States of America, (hereinafter "ASSIGNEE");

WHEREAS, the ASSIGNOR wishes to acknowledge the assignment of all ownership rights in and to the PROPERTIES to ASSIGNEE;

WHEREAS, the ASSIGNOR wishes to assign any of said certain ownership rights remaining in and with the ASSIGNOR, in and to said PROPERTIES to ASSIGNEE;

NOW, THEREFORE, in consideration of the sum of One U.S. Dollar, and other good and valuable executed consideration, the full receipt and sufficiency of all of which are hereby acknowledged, and intending to be legally bound hereby, the undersigned ASSIGNOR hereby acknowledges and confirms the assignment, transference, and conveyance to ASSIGNEE of the whole and entire right, title and interest in and to the PROPERTIES, and agrees to sell, assign, transfer and convey, and does hereby sell, assign, transfer and convey, unto ASSIGNEE, any and all, if any, right, title and interest remaining in and with the ASSIGNOR in and to the PROPERTIES; and

CONFIRMATORY ASSIGNMENT

ASSIGNOR hereby covenants, agrees and will under-take to execute, whenever requested by ASSIGNEE, all trademark applications, trademark registrations, assignments, lawful oaths, and any other papers which ASSIGNEE may deem necessary or desirable for securing to ASSIGNEE, or for maintaining unto ASSIGNEE, all rights hereby confirmed as assigned, assigned, or agreed to be assigned, all without further compensation to the under-signed ASSIGNOR.

ESSKAY INVESTMENTS, INC.

By: Charles McCarrick

Name: Charles McCarrick

Title: President

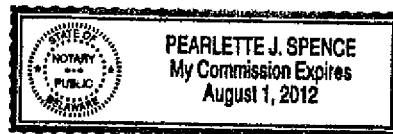
Date: May 21, 2009

STATE OF Delaware)
) ss.
COUNTY OF New Castle)

BE IT KNOWN, that on this 21 day of May, 2009, before me personally came Charles McCarrick, to me known to be the person mentioned in and who executed the foregoing Assignment, and he acknowledged to me that he executed the same as his free act and deed for the use and purposes therein mentioned.

Pearlette J. Spence

Notary Public



CONFIRMATORY ASSIGNMENT

Exhibit A

ESSKAY and Design

UNITED STATES 09-40118-US
REGISTERED

04/20/1990

74,051,225

07/02/1991

1,649,603

ESS-KAY (Stylized)

UNITED STATES 09-40117-US
REGISTERED

03/08/1921

71,144,480

04/18/1922

0,154,687

TRADEMARK

RECORDED: 05/21/2009

REEL: 003991 FRAME: 0350