

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                           |                    |
|----------------------------------|--|---------------------------|--------------------|
| SUBMISSION TYPE:                 | NEW ASSIGNMENT   |                           |                    |
| NATURE OF CONVEYANCE:            | 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> |
| Universal Screen Arts, Inc.      |  | 07/17/2009                | CORPORATION: OHIO  |
| <b>RECEIVING PARTY DATA</b>      |  |                           |                    |
| <b>Name:</b>                     | Art & Artifact, Inc.   |                           |                    |
| <b>Street Address:</b>           | 5581 Hudson Industrial Parkway   |                           |                    |
| <b>City:</b>                     | Hudson   |                           |                    |
| <b>State/Country:</b>            | OHIO   |                           |                    |
| <b>Postal Code:</b>              | 44236  |                           |                    |
| <b>Entity Type:</b>              | CORPORATION: OHIO  |                           |                    |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                           |                    |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>          |                    |
| Registration Number:             | 3111835  | CREATING A BEAUTIFUL HOME |                    |
| <b>CORRESPONDENCE DATA</b>       |  |                           |                    |
| Fax Number:                      | (216)363-9001  |                           |                    |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                           |                    |
| Phone:                           | 216-363-9000   |                           |                    |
| Email:                           | skoenig@faysharpe.com  |                           |                    |
| Correspondent Name:              | Sandra M. Koenig - Fay Sharpe LLP  |                           |                    |
| Address Line 1:                  | 1228 Euclid Avenue, 5th Floor  |                           |                    |
| Address Line 4:                  | Cleveland, OHIO 44115  |                           |                    |
| ATTORNEY DOCKET NUMBER:          | USCZ 5 00039   |                           |                    |
| NAME OF SUBMITTER:               | Sandra M. Koenig   |                           |                    |
| Signature:                       | /sandramkoenig/  |                           |                    |
| Date:                            | 07/20/2009   |                           |                    |

OP \$40.00 3111835

Total Attachments: 1  
source=USCZ500039\_ass#page1.tif

TRADEMARK ASSIGNMENT

Assignor, Universal Screen Arts, Inc., an Ohio corporation with its principal offices at 5581 Hudson Industrial Parkway, Hudson, Ohio 44236, has adopted, used, is currently using, and is the owner of the trademark CREATING A BEAUTIFUL HOME, currently registered in the U.S. Patent and Trademark Office under Registration No. 3,111,835;

Assignee, Art & Artifact, Inc., an Ohio corporation with its principal offices at 5581 Hudson Industrial Parkway, Hudson, Ohio 44236, is desirous of acquiring said mark and said registration therefor;

In consideration of the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Universal Screen Arts, Inc. hereby assigns to Art & Artifact, Inc. all right, title and interest in Registration No. 3,111,835, the trademark CREATING A BEAUTIFUL HOME, together with the goodwill of the business symbolized by said trademark and registration thereof, with the right to sue and recover for acts of trademark infringement prior to the date of this assignment.

UNIVERSAL SCREEN ARTS, INC.

By: 

Printed Name: Ken Elmsen

Title: President & CEO

Date: July 17, 2009