

USPTO 10/27/2009 8:41:21 AM PAGE 4/006 Fax Server

TO: RHONDA O'TOOLE COMPANY: 107 LITTLE FALLS ROAD

**TRADEMARK ASSIGNMENT**

**RECEIVED**  
 OCT 27 2009  
 By \_\_\_\_\_

Electronic Version v1.1  
 Stylesheet Version v1.1

10/26/2009  
 900146106

<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
The Great Elk Company, Inc.		04/17/2008	CORPORATION: Delaware

**RECEIVING PARTY DATA**

<b>Name:</b>	StayinFront, Inc.
<b>Street Address:</b>	107 Little Falls Road
<b>City:</b>	Fairfield
<b>State/Country:</b>	NEW JERSEY
<b>Postal Code:</b>	07004
<b>Entity Type:</b>	CORPORATION: Delaware

**PROPERTY NUMBERS Total: 2**

Property Type	Number	Word Mark
Registration Number:	2710313	PANORAMA
Registration Number:	2718327	VISUAL ELK

**CORRESPONDENCE DATA**

**Fax Number:** (973)461-4801  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 973-461-4800  
**Email:** rotoole@stayinfront.com  
**Correspondent Name:** Rhonda O'Toole  
**Address Line 1:** 107 Little Falls Road  
**Address Line 4:** Fairfield, NEW JERSEY 07004

<b>NAME OF SUBMITTER:</b>	Rhonda Sobral O'Toole
<b>Signature:</b>	/Rhonda Sobral O'Toole/
<b>Date:</b>	10/23/2009

Total Attachments: 1

OP \$65.00 2710313

Sent By: StayinFront, A RediDirect Comp.; 19734614801;

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Page 3/4

RECEIVED: 10/27/09 10:41:21 AM

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10/27/2009 6:41:21 AM

PAGE

5/006

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TO:RHONDA O'TOOLE COMPANY:107 LITTLE FALLS ROAD

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TRADEMARK

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10/27/2009 6:41:21 AM

PAGE

6/006

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TO:RHONDA O'TOOLE COMPANY:107 LITTLE FALLS ROAD

*GREAT  
ELK  
FILE*

**BILL OF SALE**

**KNOW ALL MEN BY THESE PRESENTS** that **THE GREAT ELK COMPANY, INC.**, a Delaware corporation (the "Seller"), for the sum of **ONE (\$1) DOLLAR** plus other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, hereby bargains, sells, transfers, assigns and sets over onto **STAYINFRONT, INC.**, a Delaware corporation (the "Purchaser"), all of Seller's right, title and interest in and to any and all assets of Seller, tangible or intangible, wherever located (collectively the "Assets").

**TO HAVE AND TO HOLD** all of the Assets unto the Purchaser, its successors and assigns, forever. Seller warrants that it is the lawful owner of the Assets, that other than the lien of JPMorgan Chase Bank (which lien secures outstanding loans and lines of credit to Purchaser and other affiliates) no other persons have any legal right to the Assets, and that Seller has the right to sell the Assets.

The Assets are being sold "as is, where is, with all faults."

**IN WITNESS WHEREOF**, Seller has caused this instrument to be executed by its duly authorized officer as of the 17<sup>th</sup> day of April, 2006.

**THE GREAT ELK COMPANY, INC.**

By: \_\_\_\_\_

*Thomas Buckley*  
Thomas Buckley, President/CEO