

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
Tinnus Technology		01/31/2009	LIMITED LIABILITY COMPANY: TEXAS
RECEIVING PARTY DATA			
Name:	Making Memories Wholesale, Inc.		
Street Address:	1168 West 500 North		
City:	Centerville		
State/Country:	UTAH		
Postal Code:	84014		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77087936	SLICE	
CORRESPONDENCE DATA			
Fax Number:	(801)578-6999		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	801-328-3131		
Email:	TM-SLC@stoel.com		
Correspondent Name:	Ryan D. Benson		
Address Line 1:	201 South Main Street, Suite 1100		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	39587.2 SLICE		
NAME OF SUBMITTER:	Ryan D. Benson		
Signature:	/Ryan D. Benson/		
Date:	01/27/2010		

OP \$40.00 77087936

Total Attachments: 3

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ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, Tinnus Technology, a Texas limited liability company with offices at 3429 18th St., Plano, TX 75086-0124 (“Assignor”), is the owner of the trademark SLICE, serial no. 77/087,936, registration no. 3,408,020; and

WHEREAS, Making Memories Wholesale, Inc., a Delaware corporation, with offices at 1168 West 500 North, Centerville, Utah 84014 (“Assignee”), is desirous of acquiring from Assignor the entire right, title and interest in and to the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, the entire right, title, and interest in and to the Trademarks, all related common law rights and the goodwill pertaining thereto, together with all claims, demands and causes of action for the past infringement of any or all of the trademarks or for unfair competition in business in connection therewith, the same to be held and enjoyed by Assignee, its successors, assigns or other legal representatives as fully and entirely as the same would or could have been held and enjoyed by Assignor had this Assignment not been made, effective January 31, 2009.

Assignor warrants, covenants and represents that it is the owner of the Trademarks, the Applications, related common law rights and associated goodwill; that it has the full right to convey the entire interest hereby assigned; and that it has not and will not assign or otherwise transfer any of the rights hereby assigned to any third party; and that there are no actual or threatened claims, actions or proceedings against the Trademark or the Applications.


Assignor will, without additional consideration, take such further actions and execute promptly such further documents as are necessary or desirable to transfer, vest, record and

perfect good, valid and marketable title to the Trademarks in Assignee. Assignor hereby authorizes Assignee to request that the applicable governmental entity record Assignee as the owner of the Trademarks.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed and delivered by their duly authorized officers as of the day and year first above written.

ASSIGNOR

ASSIGNEE



Vinnus Technology, LLC
Print Name: Josh Malone
Title: President

Making Memories Wholesale, Inc.
Print Name: Danny V. Hansen
Title: President

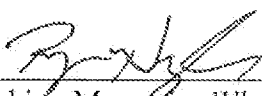
perfect good, valid and marketable title to the Trademarks in Assignee. Assignor hereby authorizes Assignee to request that the applicable governmental entity record Assignee as the owner of the Trademarks.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed and delivered by their duly authorized officers as of the day and year first above written.

ASSIGNOR

ASSIGNEE

Tinnus Technology, LLC
Print Name: Josh Malone
Title: President



Making Memories Wholesale, Inc.
Print Name: Ryan Dwyer
Title: Controller