

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
Eastern Marketing Corp.		03/05/2010	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	XO Appliance Corp.		
Street Address:	24 Eisenhower Parkway		
City:	Roseland		
State/Country:	NEW JERSEY		
Postal Code:	07068		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77593036	XO	
CORRESPONDENCE DATA			
Fax Number:	(732)476-2445		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	732-476-2444		
Email:	emelzer@greenbaumlaw.com		
Correspondent Name:	Eric H. Melzer, Esq.		
Address Line 1:	99 Wood Avenue South		
Address Line 2:	4th Floor		
Address Line 4:	Teaneck, NEW JERSEY 07666		
NAME OF SUBMITTER:	Eric H. Melzer		
Signature:	/Eric H. Melzer/		
Date:	03/09/2010		

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Total Attachments: 1

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ASSIGNMENT AND ASSUMPTION OF TRADEMARK AGREEMENT

WHEREAS, EASTERN MARKETING CORP., a New Jersey corporation having a principal place of business at 24 Eisenhower Parkway, Roseland, New Jersey 07068 (the "Assignor"), has used and is the owner of the trademark XO(sm), United States Serial Number 77/593,036, Filing Date: October 15, 2008 (the "Trademark"); and

WHEREAS, XO APPLICANCE CORP., a New Jersey Corporation having a principal place of business at 24 Eisenhower Parkway, Roseland, New Jersey 07068 (the "Assignee"), is desirous of acquiring any and all rights that the Assignor may have in and to the Trademark and the application and registration therefor, together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby assign unto the Assignee all right, title and interest in and to the Trademark, and the registration and the application therefor for the United States and throughout the world, together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with all rights of action, powers and benefits accruing to the Trademark, including without limitation, the right to recover for damages and profits for past infringements thereof.

The Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all the Assignor's rights, title and interest in and to the Trademark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of the Assignor.

IN WITNESS WHEREOF, this Assignment is executed, delivered and made effective this 5th day of March 2010.

ASSIGNOR:

EASTERN MARKETING CORP.

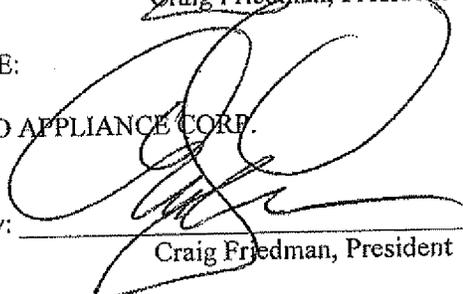
By: _____


Craig Friedman, President

ASSIGNEE:

XO APPLIANCE CORP.

By: _____


Craig Friedman, President

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