

# 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
Midwest Apparel Group, Inc.		03/16/2010	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	Threads for Thought, LLC		
Street Address:	230 West 39th Street		
Internal Address:	13th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77978565	ETHICS BY T4T	
Serial Number:	77290354	ETHICS BY T4T	
CORRESPONDENCE DATA			
Fax Number:	(816)474-3216		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(816) 474-8100		
Email:	sfbbaction@spencerfane.com		
Correspondent Name:	Kyle L. Elliott		
Address Line 1:	1000 Walnut Street		
Address Line 2:	Suite 1400		
Address Line 4:	Kansas City, MISSOURI 64106		
ATTORNEY DOCKET NUMBER:	3137800-50 & 3137800-44		
NAME OF SUBMITTER:	Kyle L. Elliott		

OP \$65.00 77978565

900158043

TRADEMARK  
 REEL: 004173 FRAME: 0987

Signature:	/kle/
Date:	03/25/2010
<b>Total Attachments: 4</b> source=ETHICS BY T4T ASSIGNMENT FROM MIDWEST APPAREL 3-16-10#page1.tif source=ETHICS BY T4T ASSIGNMENT FROM MIDWEST APPAREL 3-16-10#page2.tif source=ETHICS BY T4T ASSIGNMENT FROM MIDWEST APPAREL 3-16-10#page3.tif source=ETHICS BY T4T ASSIGNMENT FROM MIDWEST APPAREL 3-16-10#page4.tif	

## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment") is made effective as of March  
16, 2010, by and between Midwest Apparel Group, Inc., a Missouri corporation (herein, "Assignor"), whose principal place of business is 2301 East Front Street, Kansas City, MO 64120, and Threads for Thought, LLC, a Delaware limited liability company, whose principal place of business is 230 West 39<sup>th</sup> Street, 13<sup>th</sup> Floor, New York, New York 10018.

WHEREAS, Assignor is the record owner of the Trademark Applications listed on the attached Trademark Report (herein, the "Marks").

WHEREAS, Assignee desires to acquire said Marks and the registrations resulting therefrom and all of the rights to and interests therein, including (without limitation) all the goodwill associated therewith as successor to Assignor's business.

NOW, THEREFORE, TO ALL CONCERNED, be it known for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby makes the transfer and assignment of all rights in the Marks as follows:

1. Assignor does sell, assign, and transfer all its right, title, and interest, anywhere in the world, in and to the Marks unto Assignee and the registrations thereof, together with the goodwill of the business in connection with which said Marks are used.
2. This Assignment includes any and all use rights and all rights to sue for and recover all damages for infringement of said Marks, whether such infringement occurred in the past or occurs in the future, as fully as if Assignor had filed such action in its own name.
3. Assignor hereby appoints Assignee to file and record this instrument with the United States Patent and Trademark Office such filing to be as effective as if filed by Assignor.

IN WITNESS WHEREOF, the undersigned Assignor and Assignee have executed this Trademark Assignment.

WA 1583030.1

MIDWEST APPAREL GROUP, INC.

ASSIGNOR

Signature

Printed Name

Title

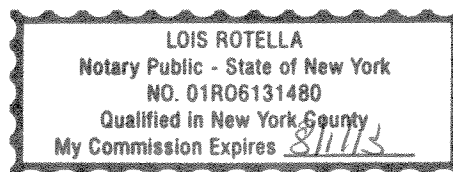
STATE OF New York )  
COUNTY OF New York ) ss.

On the 16 day of MARCH, 2010, before me, the undersigned, a Notary Public within the County and State aforesaid, personally appeared Jonathan Wiesner to me known to be the person who executed the foregoing instrument and acknowledged that he executed same as his free act and deed.

In Witness Whereof, I have hereunto attached my hand and seal, at the County and State aforesaid on the day and year last above written.

My Commission Expires: 8/1/13

Lois Rotella  
Notary Public



THREADS FOR THOUGHT, LLC

ASSIGNEE

Signature

Jonathan Wiesner

Printed Name

CEO

Title

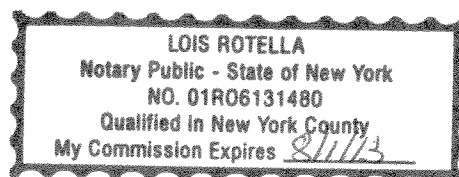
STATE OF New York )  
 ) ss.  
COUNTY OF New York )

On the 16 day of MARCH, 2010, before me, the undersigned, a Notary Public within the County and State aforesaid, personally appeared Jonathan Wiesner to me known to be the person who executed the foregoing instrument and acknowledged that he executed same as his free act and deed.

In Witness Whereof, I have hereunto attached my hand and seal, at the County and State aforesaid on the day and year last above written.

My Commission Expires: 8/1/13

Lois Rotella  
Notary Public



**Midwest Apparel Group, Inc.**

Trademark Report by Mark  
Status: ALLOWED

Printed: 2/11/2010

Page 1

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
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**ETHICS BY T4T (Child)**

UNITED STATES	3137800-50	9/27/2007	77/978,565			ALLOWED	25
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**ETHICS BY T4T (Parent)**

UNITED STATES	3137800-44	9/27/2007	77/290,354			ALLOWED	25
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END OF REPORT

TOTAL ITEMS SELECTED = 2