

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Supre, Inc.		03/26/2009	CORPORATION: TEXAS

RECEIVING PARTY DATA

Name:	Product Innovations Research LLC
Street Address:	15770 North Dallas Parkway
Internal Address:	Suite 700
City:	Dallas
State/Country:	TEXAS
Postal Code:	75248
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3617183	BRONZE NO. 9
Registration Number:	3617184	BRONZE REPUBLIC
Registration Number:	3617179	HOOKED
Registration Number:	3620716	ILLUMILAST
Registration Number:	3617180	LOVE STRUCK
Registration Number:	3620717	RADIANTRUSH
Serial Number:	77415087	ICONIC
Serial Number:	77726297	BRONZE PERSUASION

CORRESPONDENCE DATA

Fax Number: (972)661-5691
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 972/661-5114
 Email: cblount@uprlaw.com
 Correspondent Name: Charles W. Blount, III

OP \$215.00 3617183

900158629

**TRADEMARK
 REEL: 004178 FRAME: 0249**

Address Line 1: 5420 LBJ Freeway, Lincoln Centre Two
Address Line 2: Suite 1900
Address Line 4: Dallas, TEXAS 75240

ATTORNEY DOCKET NUMBER:	P1007-0033
NAME OF SUBMITTER:	Charles W. Blount, III
Signature:	/Charles W. Blount, III/
Date:	04/01/2010

Total Attachments: 3
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TRADEMARK ASSIGNMENT

This Assignment from Supre, Inc., a corporation organized and existing under the laws of Texas, located at Suite 700, 15770 North Dallas Parkway, Dallas, Texas 75248 ("Assignor") to Product Innovations Research LLC, a limited liability company organized and existing under the laws of Texas, located at Suite 700, 15770 North Dallas Parkway, Dallas, Texas 75248 ("Assignee"), is effective March 26 2009 (the "Effective Date").

WHEREAS, Assignor represents that to the best of its knowledge it is the owner of all rights, title and interest in and to the trademarks set forth below in the United States and the goodwill attached thereto, and is the owner of United States registrations and applications as set forth for each mark (the "marks") and has used each mark without abandonment and is presently using these marks in the United States.

WHEREAS, Assignee wishes to acquire from Assignor, and Assignor wishes to assign to Assignee, all of Assignor's right, title and interest to the marks including all common law rights owned and exercised by Assignor, the goodwill represented thereby and the United States trademark registrations and applications.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties, intending to be legally bound agree as follows:

1. Assignor hereby sells, assigns, transfers and conveys to Assignee all of Assignor's rights, title and interest in and to the marks set forth hereunder, including all common law rights, the goodwill of the business associated with, but not limited to, the marks, and the United States registrations and applications which correspond to the marks and the right to recover for past, present and future infringements of the marks:

<u>Trademark</u>	<u>Registration No.</u>
BRONZE NO. 9	3617183
BRONZE REPUBLIC	3617184
HOOKED	3617179
ILLUMILAST	3620716
LOVE STRUCK	3617180
RADIANTRUSH	3620717

<u>Trademark</u>	<u>Serial No.</u>
ICONIC	77415087
BRONZE PERSUASION	77726297

2. Assignor agrees that upon reasonable request from Assignee, Assignor will, without charge to Assignor and at Assignee's sole expense, provide whatever documentation Assignor may have relating to or supporting Assignor's usage of the marks and to sign such documents, take such oaths and do such lawful acts as may be reasonably necessary for vesting title to the marks in Assignee.

3. As of the Effective Date of this assignment, Assignee assumes full responsibility for and Assignor is relieved of all future obligations relating to all costs and fees that may accrue for the preparing and recording of assignments or obtaining and maintaining any trademark registrations for the marks.

4. Assignor represents, warrants and covenants that:

(a) to its knowledge, no claim has been asserted against it that the use of any of the marks do or may violate the rights of any third person and, to the best of Assignor's knowledge, there are no claims that the marks infringe upon the trademark rights of others in the United States;

(b) neither Assignor nor any of its affiliates or subsidiaries has encumbered the marks or made the marks the subject of any liens, charges or encumbrances,

including pledges, assignments, licenses, registered user agreements and covenants by Assignor not to sue third persons, other than the assignment created by this Agreement; and

(c) Assignor has, to the best of its information and belief, the unqualified right to enter into this Agreement and perform its terms.

5. This Assignment will be binding upon the Assignor, and its successors and assigns and shall inure to the benefit of Assignee and its successors and assigns.

WITNESS WHEREOF, the parties have caused this Assignment to be executed by their duly authorized officers.

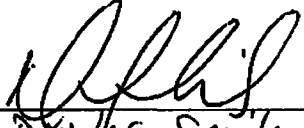
SUPRE, INC.

By: 

Bruce West Jr

Effective Date: March 26, 2009

PRODUCT INNOVATIONS RESEARCH LLC

By: 

Douglas Smiley, CFO

Effective Date: March 26, 2009