

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
PHE, Inc.		03/16/2010	CORPORATION: NORTH CAROLINA
<b>RECEIVING PARTY DATA</b>			
Name:	Temptations Parties, Inc.		
Street Address:	302 Meadowland Drive		
City:	Hillsborough		
State/Country:	NORTH CAROLINA		
Postal Code:	27278		
Entity Type:	CORPORATION: NORTH CAROLINA		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Registration Number:	3671498	TEMPTATIONS	
Registration Number:	2560234	TEMPTATIONS PARTIES...FROM ADAM & EVE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(919)688-3781		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9196835514		
Email:	emailboxtm@oliveandolive.com		
Correspondent Name:	Susan Freya Olive		
Address Line 1:	500 Memorial Street		
Address Line 2:	PO Box 2049		
Address Line 4:	Durham, NORTH CAROLINA 27702		
ATTORNEY DOCKET NUMBER:	TEPI7001		
NAME OF SUBMITTER:	Zaneta Moore Robinson		
Signature:	/Zaneta Moore Robinson/		

**CH \$65.00 3671498**

**900160373**

**TRADEMARK**  
**REEL: 004191 FRAME: 0412**

Date:

04/23/2010

Total Attachments: 1

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ASSIGNMENT OF MARKS

THIS AGREEMENT is entered into by and between PHE, Inc., a North Carolina corporation with offices at 302 Meadowland Dr, Hillsborough, North Carolina 27278-8502 (Assignor) and Temptations Parties, Inc. a North Carolina corporation with offices at 302 Meadowland Drive, Hillsborough, North Carolina 27278 (Assignee).

WHEREAS, Assignor is the sole and exclusive owner of the registered marks TEMPTATIONS (U.S. Reg. No. 3,671,498), TEMPTATIONS PARTIES BY ADAM AND EVE (U.S. Registration No. 2,560,234) and common law marks including, but not limited to, TEMPTATIONS PARTIES and other common law rights (collectively "the Trademarks") and further is the sole and exclusive owner of all related business goodwill; and

WHEREAS, Assignee desires to acquire all rights, title, and interest in and to the Trademarks and all related business goodwill;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers unto Assignee all right, title, and interest in and to the Trademarks as well as any associated copyrights, and the business goodwill associated therewith, including, without limitation, all renewals therefore, all proceeds therefore (including, but not limited to, all license royalties and proceeds of infringement suits), the right to sue for past, present, and future infringements, and the goodwill of the business associated with and symbolized by the Trademarks.

IN WITNESS WHEREOF, this the 16 day of March 2010

PHE, Inc.

By: James Phillips Sec/Treasurer  
(Name and Title)

Date: 3/16/2010

STATE OF NORTH CAROLINA  
COUNTY OF ORANGE

On this 16<sup>th</sup> day of March, 2010, before me personally appeared James Phillips the person who signed this instrument, who acknowledged that he/she signed it as a free act on behalf of PHE, Inc., and that he/she was authorized so to sign.

Ginger B. Stallings  
Notary Public

My commission expires: 10/12/2014

