

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
Silpada Designs, Inc.		06/01/2010	CORPORATION: KANSAS
RECEIVING PARTY DATA			
Name:	Best of Everything of Southwest Florida, Inc.		
Street Address:	3754 Tamiami Trail North		
City:	Naples		
State/Country:	FLORIDA		
Postal Code:	34103		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3722800	THE BEST OF EVERYTHING	
CORRESPONDENCE DATA			
Fax Number:	(239)261-0057		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	239-262-1001		
Email:	usptomail@whitelawfirm.com		
Correspondent Name:	Jennifer L. Whitelaw		
Address Line 1:	3838 Tamiami Trail North, Suite 310		
Address Line 4:	Naples, FLORIDA 34103		
NAME OF SUBMITTER:	Jennifer L. Whitelaw		
Signature:	/JENNIFER L. WHITELAW/		
Date:	06/10/2010		
Total Attachments: 1 source=Assignment Reg. No. 3722800#page1.tif			

OP \$40.00 3722800

ASSIGNMENT OF TRADEMARK

WHEREAS, Silpada Designs, Inc., a Kansas corporation, with an address of 11550 Renner Boulevard, Lenexa, Kansas 66219, adopted and used the trademark BEST OF EVERYTHING for Product merchandising; retail services by direct solicitation by sales agents, shop at home parties, telephone ordering services, mail order catalog services, and on-line ordering services, all featuring jewelry, gift items, handbags, watches, belts and other fashion accessories; franchising, namely, offering technical assistance and the establishment and/or operation of a retail home party business, and

WHEREAS, Silpada Designs, Inc. has registered in the United States Patent and Trademark Office the following trademark:

MARK	REG. NO.	DATE OF REGISTRATION
BEST OF EVERYTHING	3722800	December 8, 2009; and

WHEREAS, Best of Everything of Southwest Florida, Inc., a Florida corporation having its principal place of business at 3754 Tamiami Trail North, Naples, Florida 34103, desires and has acquired the above-referenced trademark, including all right, title and interest to the mark, registration, and goodwill of the business symbolized by the mark and right to enforce any claims thereon;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Silpada Designs, Inc. hereby assigns to Best of Everything of Southwest Florida, Inc. all right, title and interest in and to the above-noted trademark and trademark registration therefore, together with the goodwill of the business symbolized by the trademark, including claims for damages by reason of past infringement of said marks, with the right to sue and collect therefor.

Executed this 1 day of JUNE, 2010.

Silpada Designs, Inc.

By: 
Printed Name: Gerald A. Kelly, Jr.
Title: CEO

Agreed to and accepted by:

Best of Everything of Southwest Florida, Inc.

By: _____
Printed Name:
Title: