

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	06/13/2000		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
New England Sterling, Inc.		04/23/2010	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Hallmark Sweet, Inc.		
Street Address:	49 Pearl Street		
City:	Attleboro		
State/Country:	MASSACHUSETTS		
Postal Code:	02703		
Entity Type:	CORPORATION: RHODE ISLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1877544	NES	
CORRESPONDENCE DATA			
Fax Number:	(401)273-4447		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	401-273-4446		
Email:	cmb@barjos.com		
Correspondent Name:	Cynthia Branca		
Address Line 1:	Barlow, Josephs & Holmes		
Address Line 2:	101 Dyer Street, 5th Floor		
Address Line 4:	Providence, RHODE ISLAND 02903		
ATTORNEY DOCKET NUMBER:	N012T00560US		
NAME OF SUBMITTER:	Cynthia Branca		

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**TRADEMARK
 REEL: 004223 FRAME: 0409**

Signature:	/cynthia branca/
Date:	06/11/2010
Total Attachments: 1 source=Executed_Assignment_Nunc_Pro_Tunc#page1.tif	

ASSIGNMENT NUNC PRO TUNC

WHEREAS, New England Sterling, Inc., a Massachusetts corporation with an address of 34 Extension Street, Attleboro, Massachusetts 02703, is the owner of the following trademark registrations including all common law rights and other nonregistered rights associated therewith:

SCHEDULE OF MARKS

COUNTRY	MARK	REGISTRATION NO.	REGISTRATION DATE
United States	NES and Design	1,877,544	February 7, 1995
Canada	NES and Design	TMA454,702	February 23, 1996

WHEREAS, Hallmark-Sweet, a Rhode Island corporation with an address of 49 Pearl Street, Attleboro, Massachusetts 02703, is desirous of acquiring the marks, including the registrations and common law rights therefor.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said New England Sterling, Inc. does hereby sell and assign unto the said Hallmark-Sweet *nunc pro tunc* as of June 13, 2000, all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks and with the right to recover and have damages and profits for past infringement, if any.

IN WITNESS WHEREOF, the said New England Sterling, Inc. has caused this instrument to be executed by its duly authorized corporate officer as of the 1st day of January 2007.

NEW ENGLAND STERLING, INC.

4/23/10
Date

By: Richard Blackinton
Name: Richard Blackinton
Title: President

STATE OF MASSACHUSETTS:
County of _____ :

Subscribed to and sworn before me this 23rd day of April 2010.



JAMES JEROME COOZAN
Notary Public
Commonwealth of Massachusetts
My Commission Expires
April 1, 2016

James Jerome Coozan
Notary Public
My Commission Expires 4/1/16