

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
Stay Focused Marketing		06/01/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Telebrands Corp.		
Street Address:	79 Two Bridges Road		
City:	Fairfield		
State/Country:	NEW JERSEY		
Postal Code:	07004		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3551153	PASTA N MORE	
CORRESPONDENCE DATA			
Fax Number:	(212)291-0525		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-278-0400		
Email:	pdmurray@cooperdunham.com		
Correspondent Name:	Peter D. Murray, Esq., Cooper & Dunham		
Address Line 1:	30 Rockefeller Plaza		
Address Line 4:	New York, NEW YORK 10112		
ATTORNEY DOCKET NUMBER:	0706/81513		
NAME OF SUBMITTER:	Peter D. Murray		
Signature:	/Peter D. Murray/		
Date:	06/21/2010		

CH \$40.00 3551153

Total Attachments: 1
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ASSIGNMENT OF TRADEMARK

WHEREAS, Stay Focused Marketing, LLC, a limited liability company organized under the laws of Delaware, located at 157 Veterans Drive, Northvale, New Jersey 07647, is the owner of all right, title and interest in and to the trademark PASTA N MORE and United States Trademark Registration No. 3,551,153 therefor and is desirous of transferring same; and

WHEREAS, Telebrands Corp., a corporation organized and existing under the laws of New Jersey, located at 79 Two Bridges Road, Fairfield, New Jersey 07004, is desirous of acquiring said trademark and registration therefor; and

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Stay Focused Marketing, LLC does hereby assign and transfer and set over to Telebrands Corp., its successors, legal representatives and assigns, all right, title, and interest in and to said trademark and application therefor, together with the business and goodwill associated therewith and the right to sue for past infringements.

Dated: June 1, 2010

STAY FOCUSED MARKETING, LLC

By Marian Levy