

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
Robert A. Vito		06/18/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	INC International Company		
Street Address:	143 Viburnum Drive		
City:	Kennett Square		
State/Country:	PENNSYLVANIA		
Postal Code:	19348		
Entity Type:	CORPORATION: PENNSYLVANIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3175291	THE CUSTOMER COMES FIRST	
Registration Number:	3142720	INC INTERNATIONAL	
CORRESPONDENCE DATA			
Fax Number:	(216)771-3804		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	216-771-3800		
Email:	dphdocket@dpeterhochberg.com		
Correspondent Name:	D. Peter Hochberg		
Address Line 1:	1940 East 6th St. - 6th Floor		
Address Line 4:	Cleveland, OHIO 44114		
NAME OF SUBMITTER:	Sean F. Mellino		
Signature:	/Sean F. Mellino/		
Date:	06/22/2010		
Total Attachments: 1			

OP \$65.00 3175291

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**TRADEMARK
 REEL: 004229 FRAME: 0160**

ASSIGNMENT

WHEREAS, Robert A. Vito, an individual having an address at 143 Viburnum Drive, Kennett Square, Pennsylvania 19348, has adopted and is using the following trademarks:

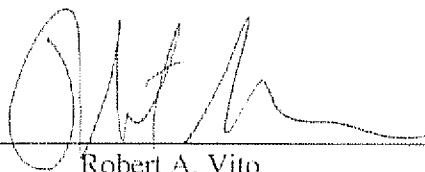
<u>Mark</u>	<u>Registration /- Application No.</u>	<u>Date</u>	<u>Int. Class(es)</u>	<u>Attorney Ref.</u>
THE CUSTOMER COMES FIRST	3,175,291	11/21/2006	25 & 35	RV4735US
INC INTERNATIONAL	3,142,720	09/12/2006	35	RV4737US

and

WHEREAS, INC International Company, a corporation of the Commonwealth of Pennsylvania having an office and place of business at 143 Viburnum Drive, Kennett Square, Pennsylvania 19348, is desirous of adopting said trademarks and the registrations and application thereof:

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Robert A. Vito does hereby sell, assign and transfer unto the said INC International Company all right, title and interest in and to the said trademarks, together with the goodwill of the business symbolized by the marks, and the above-identified registrations and application thereof.

By: _____



Robert A. Vito

Date: _____

06-18-10