

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
VI Capital Company		06/24/2010	CORPORATION: PENNSYLVANIA
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: 3			
Property Type	Number	Word Mark	
Registration Number:	3502232	CHAIRMAN'S CHOICE	
Registration Number:	3252121	U UNBREAKABLE	
Registration Number:	2914725	UNBRAKEABLE	
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:	06/24/2010		

OP \$90.00 3502232

Total Attachments: 1
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ASSIGNMENT

WHEREAS, VI Capital Company, a corporation of the Commonwealth of Pennsylvania, having an address at 143 Viburnum Drive, Kennett Square, Pennsylvania 19348, has adopted and is using the following trademarks:

<u>Mark</u>	<u>Registration No.</u>	<u>Registered</u>	<u>Int. Class(es)</u>	<u>Attorney Ref.</u>
CHAIRMAN'S CHOICE	3,502,232	09/16/2008	6	VI4754US
U UNBREAKABLE (& Design)	3,252,121	06/12/2007	6 & 12	VI4755US
UNBRAKEABLE	2,914,725	12/28/2004	6	VI4756US

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 thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said VI Capital Company 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 thereof.

VI Capital Company

By: _____

Name: Robert A. Vito

Title: President

Date: 06-24-10