

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
Farnam Companies, Inc.		04/05/2010	CORPORATION: ARIZONA
RECEIVING PARTY DATA			
Name:	Tagam Limited		
Street Address:	19 Douglas Alexander Parade		
City:	Albany, North Shore City		
State/Country:	NEW ZEALAND		
Postal Code:	0751		
Entity Type:	LIMITED PARTNERSHIP: NEW ZEALAND		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1778372	NEW Z	
Registration Number:	2066509	NO-SNAG-TAG	
CORRESPONDENCE DATA			
Fax Number:	(310)563-1460		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-563-1463		
Email:	jhenricks@hsh-iplaw.com		
Correspondent Name:	James A. Henricks		
Address Line 1:	840 Apollo Street		
Address Line 2:	Suite 200		
Address Line 4:	El Segundo, CALIFORNIA 90245		
ATTORNEY DOCKET NUMBER:	010200-156		
DOMESTIC REPRESENTATIVE			
Name:	James A. Henricks		

OP \$65.00 1778372

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**TRADEMARK
 REEL: 004236 FRAME: 0566**

Address Line 1: 840 Apollo Street
Address Line 2: Suite 200
Address Line 4: El Segundo, CALIFORNIA 90245

NAME OF SUBMITTER:	James A. Henricks
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Signature:	/James A Henricks/
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Date:	07/02/2010
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Total Attachments: 2
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source=10-04-05 Assignment - Farnam to Tagam Lmtd (156, 158, 159)#page2.tif

ASSIGNMENT OF FEDERAL REGISTERED TRADEMARKS

This Assignment of Federal Registered Trademarks ("ASSIGNMENT") is entered into effective as of 08 May, 2009 (the "EFFECTIVE DATE") by and between Farnam Companies, Inc., an Arizona corporation having its principal place of business at 301 West Osborn Road, Phoenix, Arizona 85013 ("ASSIGNOR"), and Tagam Limited (as trustee of the Tagam Trust), a New Zealand Limited Partnership having its principal place of business at 19 Douglas Alexander Parade, Albany, North Shore City 0751, New Zealand ("ASSIGNEE").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer, and set over unto ASSIGNEE, its successors and assigns, as of the EFFECTIVE DATE, all rights, title and interests in and to those United States registered trademarks delineated on **Schedule A** attached hereto (individually and collectively, the "TRADEMARKS"), together with the goodwill of the business associated with and symbolized by said TRADEMARKS; and together with all rights to damages, profits, and/or any remedy whatsoever due or accrued arising out of any past infringement by any entity of said TRADEMARKS or any injury to the goodwill of the business associated with, and symbolized by, said TRADEMARKS.

IN WITNESS WHEREOF, ASSIGNOR has caused this ASSIGNMENT to be executed by its duly authorized representative as of the EFFECTIVE DATE.

ASSIGNOR

Farnam Companies, Inc.



By: [Signature]
Rick Blomquist

Its: President

Date: 4-5-10

State of Arizona)
County of Maricopa)

On this 5 day of April, 2010, before me personally appeared Rick Blomquist, whom I know personally, and acknowledged that he executed the same.



[Signature]
Notary Public
My commission expires 12/13/2013

SCHEDULE A

TRADEMARKS

MARK	REGISTRATION NUMBER	REGISTRATION DATE
DURAMARK	2,602,933	7/30/2002
NEW Z	1,778,372	6/22/1993
NO-SNAG-TAG	2,066,509	6/3/1997