

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BCS 2009 LLC	FORMERLY Berean Christian Stores, LLC	08/02/2009	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Berean Christian Stores Endeavor, LLC		
Street Address:	9415 Meridian Way		
City:	West Chester		
State/Country:	OHIO		
Postal Code:	45069		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1020732	BEREAN	
CORRESPONDENCE DATA			
Fax Number:	(513)651-6981		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	513-651-6128		
Email:	trademarks@fbtlaw.com		
Correspondent Name:	Frost Brown Todd LLC c/o Ann G. Schoen		
Address Line 1:	2200 PNC Center, 201 East Fifth Street		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	117656/569409		
NAME OF SUBMITTER:	Ann G. Schoen		
Signature:	/ann g. shoen/		
Date:	07/09/2010		

OP \$40.00 1020732

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made effective as of August 2, 2009, by BCS 2009 LLC, a Delaware limited liability company f/k/a/ Berean Christian Stores, LLC ("Assignor"), in favor of Berean Christian Stores Endeavor, LLC, a California limited liability company ("Assignee").

WHEREAS, pursuant to an Asset Purchase Agreement dated as of July 27, 2009 (the "APA") and a related Bill of Sale dated as of July 31, 2009 and effective as of August 2, 2009 (the "Bill of Sale"), Assignor sold and transferred, and Assignee purchased and acquired, substantially all of the assets of Assignor, including the trademark set forth on Schedule A attached hereto (the "Mark") and the goodwill of the business associated with the Mark in all countries;

NOW, THEREFORE, for ten dollars (\$10.00) and for other good and valuable consideration, the receipt of which is hereby acknowledged:

Assignor hereby sells, assigns, transfers, sets over and delivers to Assignee, Assignor's entire right, title and interest in and to the Mark, along with the goodwill of the business in connection with which the Mark is used in all countries, the same to be held and enjoyed by Assignee, its successors, permitted assigns or legal representatives, together with income, royalties, damages or payments due on or after the date hereof, including, without limitation, all claims for damages or payments by reason or infringement or unauthorized use of the Mark, along with the right to sue for past infringements and collect same for Assignee's sole use and enjoyment.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized representative as of the date first written above.

ASSIGNOR:

BCS 2009 LLC

By: Leslie E. Dietzman
Name: Leslie E. Dietzman
Title: Chairman, BCS 2009 LLC

STATE OF OHIO)
) SS:
COUNTY OF HAMILTON)

On this 11th day of June, 2010, before me came Leslie E. Dietzman, who is personally known to me or proved to me by satisfactory evidence to be said person, and who executed the foregoing instrument and who acknowledged that he executed the same on behalf of the Assignor.

Norma Leedom
Notary Public

NORMA LEEDOM
Notary Public, Kent County, MI
My Commission Expires 10/11/2012

TRADEMARK
REEL: 004239 FRAME: 0485

Schedule A

Mark

U.S. Registration Number

BEREAN

1020732

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