

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	06/18/2010

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Lippincott, LLC		07/01/2010	LIMITED LIABILITY COMPANY: PENNSYLVANIA

RECEIVING PARTY DATA

Name:	Lippincott Acquisition, LLC
Street Address:	777 East Atlantic Avenue
Internal Address:	Suite C2-354
City:	Delray Beach
State/Country:	FLORIDA
Postal Code:	33483
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Registration Number:	3369817	1-800-GOLDKIT
Registration Number:	3785367	ENTERTAIN THE POSSIBILITIES
Registration Number:	3448134	GOLDKIT
Registration Number:	3072516	GOLDKIT.COM
Registration Number:	3756753	IT DOESN'T TAKE AN APPRAISER TO SPOT A HEART OF GOLD
Serial Number:	77674147	IT'S TIME TO BREAK UP WITH HIS JEWELRY, TOO.
Serial Number:	77665754	OUTOFOURLIFE
Registration Number:	3613554	RED SWAN
Registration Number:	3664669	RED SWAN
Serial Number:	77463943	RED SWAN
Registration Number:	3735444	SEND GOLD; GET MONEY

OP \$440.00 3369817

Registration Number:	3659083	
Registration Number:	3788030	
Serial Number:	77463451	
Registration Number:	2847338	THINGSWEBUY
Registration Number:	3456860	THINGSWEBUY
Serial Number:	77716088	YESTERDAY'S JEWELRY CAN PROVIDE A NEW TOMORROW

CORRESPONDENCE DATA

Fax Number: (312)876-0288
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-876-7100
Email: jlgrubner@arnstein.com
Correspondent Name: Judith L. Grubner
Address Line 1: 120 S. Riverside Plaza, Ste. 1200
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	19034-0019 LIPPINCOTT
NAME OF SUBMITTER:	Judith L. Grubner
Signature:	/judith l. grubner/
Date:	07/20/2010

Total Attachments: 9
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ASSIGNMENT OF TRADEMARKS

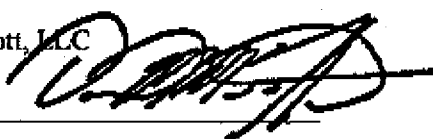
WHEREAS, Lippincott, LLC., a Pennsylvania limited liability company, located at 915 Montgomery Avenue, Suite 209, Narberth, Pennsylvania ("Assignor"), is the owner of the trademarks on the attached Schedule A and the U.S. trademark registrations and pending applications associated therewith (the "Registrations/Applications"), as well as certain common law trademarks (collectively, "Trademarks"); and

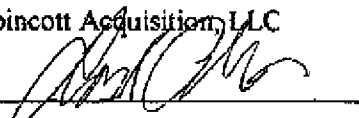
WHEREAS, Lippincott Acquisition, LLC, a Florida limited liability company, located at 777 East Atlantic Avenue, Suite C2-354, Delray Beach, Florida ("Assignee"), desires to acquire Assignor's worldwide rights in the Trademarks as a successor to the ongoing and existing portion of the business of Assignor to which the Trademarks pertain, including the Registrations/Applications, together with the goodwill of the business symbolized by said Trademarks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell and transfer to Assignee all of Assignor's right, title and interest in, to and under the Trademarks, the Registrations/Application and any other registrations or applications for the Trademarks, throughout the world, together with all goodwill of the business symbolized by such Trademarks, including the right to sue for all infringements which may have occurred before execution of this Assignment and to recover for damages and profits for such past infringements.

Assignor hereby grants the law firm of Arnstein & Lehr LLP authority and power to insert on this instrument any further information that may be necessary or desirable for identifying the Trademarks or Registrations/Applications for purposes of recordation in the United States Patent and Trademark Office or in any foreign country.

IN WITNESS WHEREOF, this Assignment has been executed by duly authorized agents of Assignor and Assignee as indicated below and is effective nunc pro tunc the 18th day of June, 2010.

Lippincott, LLC
By: 
Title: Executive Manager
Date: 7/1/2010

Lippincott Acquisition, LLC
By: 
Title: EXECUTIVE MANAGER/CEO
Date: 7/1/10

SCHEDULE A
TRADEMARKS

9080999-1

TRADEMARK
REEL: 004245 FRAME: 0814

LIPPINCOTT, LLC
JUNE, 2010

TRADEMARKS

Docket Number/Subcase Trademark: 1-800-GOLDKIT

Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
3369817/ United States of America	76/608299 19-Aug-2004	02-Jan-2007	3369817 15-Jan-2008	Registered 15-Jan-2018

Class(es): 35 Int.
Client: Lippincott, LLC
Agent Name:
Owner: Lippincott, LLC
Licensee:

Goods: 35 Int.: Coordinating the collection of unwanted scrap gold, dental gold, platinum of others via a website online and/or by telephone.

Attorney(s): GJL JLD MGB
Client Ref:
Agent Ref:
Location: PH
S/P Indicator: Principal
 Section 8/15

ENTERTAIN THE POSSIBILITIES

Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
3785367/ United States of America	77/427003 20-Mar-2008	15-Jul-2008	3785367 04-May-2010	Registered 04-May-2020

Class(es): 36 Int.
Client: Lippincott, LLC
Agent Name:
Owner: Lippincott, LLC
Licensee:

Goods: 36 Int.: Charitable fundraising services.

Attorney(s): JLD SMD MGB
Client Ref:
Agent Ref:
Location: DC
S/P Indicator: Principal
 Section 8/15

GOLDKIT

Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
3448134/ United States of America	77/222701 05-Jul-2007		3448134 17-Jun-2008	Monitoring 17-Jun-2018

Class(es): 35 Int.
Client: Lippincott, LLC
Agent Name:
Owner: Lippincott, LLC
Licensee:

Goods: 35 Int.: Coordinating the collection of precious metals and jewels, silver, gold, platinum, fine jewelry, watches, for others, via a web site online, television and mail.

Attorney(s): JLD MGB
Client Ref:
Agent Ref:
Location: DC
S/P Indicator: Principal
 Section 8/15

Docket Number/Subcase Trademark
 GOLDKIT.COM
Application Country Name
 3072516/
 United States of America
Publication Number/Date
 76/608298
 19-Aug-2004
Registration Number/Date
 3072516
 28-Mar-2006
Status Number/Date
 3072516
 28-Mar-2006
Next Renewal
 Registered
 28-Mar-2016
Class(es): 35 Int.
Client: Lippincott, LLC
Agent Name: Lippincott, LLC
Licensee:
Goods: 35 Int.: Coordinating the collection of unwanted scrap gold, dental gold, platinum, and fine jewelry of others via a website online.
Attorney(s): GIL JLD MGB
Client Ref:
Agent Ref:
Location: PH
S/P Indicator: Principal
Section 8/15

**IT DOESN'T TAKE AN APPRAISER TO SPOT A HEART OF 3756753/
 GOLD**
Application Country Name
 United States of America
Publication Number/Date
 77/664291
 05-Feb-2009
Registration Number/Date
 3756753
 22-Dec-2009
Status Number/Date
 3756753
 09-Mar-2010
Next Renewal
 Registered
 09-Mar-2020
Class(es): 36 Int.
Client: Lippincott, LLC
Agent Name: Lippincott, LLC
Licensee:
Goods: 36 Int.: Administering and accepting monetary charitable contributions; charitable fundraising services by means of collecting and reselling precious metals, precious stones, jewels, jewelry, watches and luxury goods.
Attorney(s): JLD SMD MGB
Client Ref:
Agent Ref:
Location: DC
S/P Indicator: Principal
Section 8/15

Docket Number/Subcase Trademark
IT'S TIME TO BREAK UP WITH HIS JEWELRY, TOO.
 Application Country Name: 77/674147/ United States of America
 Publication Number/Date: 77/674147 19-Feb-2009
 Registration Number/Date: 02-Jun-2009
 Status Number/Date: MGB
 Next Renewal: Pending
 Attorney(s): JLD
 Client Ref:
 Agent Ref:
 Location: DC
 S/P Indicator: Principal
Section 8/15
 Class(es): 35 Int.
 Client: Lippincott, LLC
 Agent Name:
 Owner: Lippincott, LLC
 Licensee:
 Goods: 35 Int.: Procurement services for others, namely, purchasing precious metals, precious stones, jewels, watches and luxury goods.

OUTOFOURLIFE
 Application Country Name: 77/665754/ United States of America
 Publication Number/Date: 77/665754 07-Feb-2009
 Registration Number/Date: 26-May-2009
 Status Number/Date: MGB
 Next Renewal: Pending
 Attorney(s): JLD
 Client Ref:
 Agent Ref:
 Location: DC
 S/P Indicator: Principal
Section 8/15
 Class(es): 35 Int.
 Client: Lippincott, LLC
 Agent Name:
 Owner: Lippincott, LLC
 Licensee:
 Goods: 35 Int.: Procurement services for others, namely, purchasing precious metals, precious stones, jewels, watches and luxury goods.

RED SWAN
 Application Country Name: 3613554/ United States of America
 Publication Number/Date: 77/427013 20-Mar-2008
 Registration Number/Date: 15-Jul-2008
 Status Number/Date: 3613554 28-Apr-2009
 Next Renewal: Registered 28-Apr-2019
 Attorney(s): JLD
 Client Ref:
 Agent Ref:
 Location: DC
 S/P Indicator: Principal
Section 8/15
 Class(es): 36 Int.
 Client: Lippincott, LLC
 Agent Name:
 Owner: Lippincott, LLC
 Licensee:
 Goods: 36 Int.: Charitable fund raising.

Docket Number/Subcase Trademark
RED SWAN

Application Country Name
 3664669/
 United States of America

Publication Number/Date
 77/463951
 02-May-2008

Registration Number/Date
 02-Sep-2008

Status Number/Date
 3664669
 04-Aug-2009

Next Renewal
 Registered
 04-Aug-2019

Class(es): 36 Int.
Client: Lippincott, LLC
Agent Name: Lippincott, LLC
Licensee:

Attorney(s): JLD
Agent Ref:
Client Ref:
Location: DC
S/P Indicator: Principal

Section 8/15

Goods: 36 Int.: Providing grants and monetary donations to charities; providing grants and monetary donations to non-profit organizations; administering monetary charitable contributions; administering charitable contributions of goods, namely, fundraising services by means of collecting and reselling precious metals, precious stones, jewels, jewelry, watches and luxury goods; charitable fundraising.

Docket Number/Subcase Trademark
RED SWAN

Application Country Name
 77/463943/
 United States of America

Publication Number/Date
 77/463943
 02-May-2008

Registration Number/Date
 15-Jul-2008

Status Number/Date
 JLD SMD MGB

Next Renewal
 Pending

Class(es): 35 Int.
Client: Lippincott, LLC
Agent Name: Lippincott, LLC
Licensee:

Attorney(s): JLD
Agent Ref:
Client Ref:
Location: DC
S/P Indicator: Principal

Section 8/15

Goods: 35 Int.: Procurement service for others, namely, purchasing precious metals, precious stones, jewelry, watches and luxury goods; charitable services, namely organizing and conducting community service projects.

Docket Number/Subcase Trademark
SEND GOLD.GET MONEY.

Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
3735444/ United States of America	77/659906 30-Jan-2009		3735444 05-Jan-2010	Registered 05-Jan-2020
Class(es): 35 Int.	Attorney(s): JLD	S/P Indicator: Supplemental	Client Ref:	
Agent Name: Lippincott, LLC	Location: DC			
Owner: Lippincott, LLC				
Licensee:				

Goods: 35 Int.: Procurement services for others, namely, purchasing precious metals, precious stones, jewels, jewelry, watches and luxury

Swan Design

Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
3659083/ United States of America	77/463467 01-May-2008	06-Sep-2008	3659083 21-Jul-2009	Registered 21-Jul-2019
Class(es): 36 Int.	Attorney(s): JLD	S/P Indicator: Supplemental	Client Ref:	
Agent Name: Lippincott, LLC	Location: DC			
Owner: Lippincott, LLC				
Licensee:				

Goods: 36 Int.: Providing grants and monetary donations to charities; providing grants and monetary donations to non-profit organizations; administering monetary charitable contributions; administering charitable contributions of goods, namely, fundraising services by means of collecting and reselling precious metals, precious stones, jewels, jewelry, watches and luxury goods; charitable fundraising.

Docket Number/Subcase Trademark
 Swan Design

Application Country Name
 378030/
 United States of America

Publication Number/Date
 77/523377
 16-Jul-2008

Registration Number/Date
 16-Jun-2009

Status Number/Date
 378030
 11-May-2010

Next Renewal
 Registered
 11-May-2020

Class(es): 25 Int.
Client: Lippincott, LLC
Agent Name:
Owner: Lippincott, LLC
Licensee:

Goods: 25 Int.: Scarves.

Attorney(s): JLD SMD MGB
Client Ref:
Agent Ref:
Location: DC
S/P Indicator: Principal

Section 8/15

Docket Number/Subcase Trademark
 Swan Design

Application Country Name
 77/463451/
 United States of America

Publication Number/Date
 77/463451
 01-May-2008

Registration Number/Date
 15-Jul-2008

Status Number/Date
 Pending

Class(es): 35 Int.
Client: Lippincott, LLC
Agent Name:
Owner: Lippincott, LLC
Licensee:

Goods: 35 Int.: Procurement services for others, namely, purchasing precious metals, precious stones, jewels, jewelry, watches and luxury

Attorney(s): JLD SMD MGB
Client Ref:
Agent Ref:
Location: DC
S/P Indicator: Principal

Section 8/15

Docket Number/Subcase Trademark
 THINGSWEBUY

Application Country Name
 2847338/
 United States of America

Publication Number/Date
 76/505756
 11-Apr-2003

Registration Number/Date
 09-Mar-2004

Status Number/Date
 2847338
 01-Jun-2004

Next Renewal
 Registered
 01-Jun-2014

Class(es): 36 Int.
Client: Lippincott, LLC
Agent Name:
Owner: Lippincott, LLC
Licensee:

Goods: 36 Int.: ONLINE APPRAISAL OF PERSONAL PROPERTY FOR THE PURPOSE OF PURCHASING SELLERS' MERCHANDISE.

Attorney(s): JLD MGB
Client Ref:
Agent Ref:
Location: DC
S/P Indicator: Principal

Section 8/15

Docket Number/Subcase Trademark
THINGSWEBUY

Application Country Name
 3456860
 United States of America

Publication Number/Date
 77/222767
 05-Jul-2007

Registration Number/Date
 15-Apr-2008

Status Number/Date
 3456860
 01-Jul-2008

Next Renewal
 Monitoring
 01-Jul-2018

Class(es): 35 Int.
Client: Lippincott, LLC
Agent Name:
Owner: Lippincott, LLC
Licensee:

Attorney(s): JLD
Client Ref:
Agent Ref:
Location: DC
S/P Indicator: Principal
Section 8/15

MGB

Goods: 35 Int.: Coordinating the collection of precious metals and jewels, silver, gold, platinum, fine jewelry, and watches, via a website online, television, printed advertising, and mail.

Pending

77/716088/

YESTERDAY'S JEWELRY CAN PROVIDE A NEW TOMORROW

77/716088

17-Apr-2009

18-Aug-2009

MGB

Application Country Name
 United States of America

Class(es): 35 Int.
Client: Lippincott, LLC
Agent Name:
Owner: Lippincott, LLC
Licensee:

Attorney(s): JLD
Client Ref:
Agent Ref:
Location: DC
S/P Indicator: Principal

Goods: 35 Int.: Coordinating the collection of precious metals, precious stones, jewels, jewelry, watches and luxury goods, for others.

Section 8/15