

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Swiss Colony, Inc.		06/01/2010	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	Colony Brands, Inc.
Street Address:	1112 7th Avenue
City:	Monroe
State/Country:	WISCONSIN
Postal Code:	53566
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 40

Property Type	Number	Word Mark
Serial Number:	77827147	CHRIS MOUSE
Serial Number:	77900457	SWISS COLONY
Serial Number:	73327107	
Serial Number:	77433780	MONROE & MAIN
Serial Number:	77459967	RACETEAMGEAR.COM OFFICIALLY LICENSED MERCHANDISE
Serial Number:	77430724	SEVENTH AVENUE
Serial Number:	72293180	BEEF LOG
Serial Number:	73605186	CHOOSE 'N CHARGE
Serial Number:	77433795	ALWAYS FUN, ALWAYS UNIQUE, ALWAYS WITHIN YOUR REACH
Serial Number:	73683244	GIFTS OF PERFECT TASTE
Serial Number:	74078278	GINNY'S
Serial Number:	77308902	GINNY'S
Serial Number:	77336062	GINNY'S

CH \$1015.00 77827147

Serial Number:	78537395	GRAND POINTE
Serial Number:	78537398	GRANDPOINTE CREDIT
Serial Number:	78778674	GREEN COUNTY FOODS, INC.
Serial Number:	76243958	HOMESCAPES
Serial Number:	73701537	INCREDIBLE SPREADABLES
Serial Number:	78537390	IT'S ALL WITHIN YOUR REACH
Serial Number:	74540704	
Serial Number:	77433699	MIDNIGHT VELVET
Serial Number:	73702026	MIDNIGHT VELVET
Serial Number:	74512801	MIDNIGHT VELVET
Serial Number:	77433771	MIDNIGHT VELVET STYLE
Serial Number:	77433730	MIDNIGHT VELVET STYLE
Serial Number:	78960892	MIDNIGHT VELVET STYLE
Serial Number:	78960864	MIDNIGHT VELVET STYLE
Serial Number:	77433643	MONROE & MAIN
Serial Number:	78062120	MONROE & MAIN
Serial Number:	78537400	POINTE PLAN
Serial Number:	76284550	RICHLY DESERVED
Serial Number:	78897539	ROOM FOR COLOR
Serial Number:	78753617	ROOM FOR COLOR
Serial Number:	73587034	SEVENTH AVENUE
Serial Number:	77501960	SWEET TREASURES
Serial Number:	72010264	SWISS COLONY
Serial Number:	71613298	
Serial Number:	78778528	SWISS COLONY OCCASIONS
Serial Number:	78739929	SWISS COLONY OCCASIONS
Serial Number:	78301072	THE TENDER FILET

CORRESPONDENCE DATA

Fax Number: (312)427-6663
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 3124271300
Email: chiustm@ladas.net
Correspondent Name: David C. Brezina
Address Line 1: 224 South Michigan Ave
Address Line 2: Suite 1600
Address Line 4: Chicago, ILLINOIS 60604

TRADEMARK

REEL: 004269 FRAME: 0217

ATTORNEY DOCKET NUMBER:	CTG05668
NAME OF SUBMITTER:	David C. Brezina
Signature:	/David C. Brezina/
Date:	08/29/2010
Total Attachments: 2 source=Colony_Brands_Name_Change#page1.tif source=Colony_Brands_Name_Change#page2.tif	



DEPARTMENT OF FINANCIAL INSTITUTIONS

To All to Whom These Presents Shall Come, Greeting:

I, RAY ALLEN, Deputy Administrator, Division of Corporate & Consumer Services, Department of Financial Institutions, do hereby certify that the annexed copy has been compared with the document on file in the Corporation Section of the Division of Corporate & Consumer Services of this department, and that the same is a true copy thereof; and that I am the legal custodian of said document, and that this certification is in due form.



IN TESTIMONY WHEREOF, I have
hereunto set my hand and affixed the official seal
of the Department.

A handwritten signature in black ink, appearing to read "Ray Allen".

RAY ALLEN, Deputy Administrator
Division of Corporate & Consumer Services
Department of Financial Institutions

DATE: JUN 18 2010

BY:

A handwritten signature in black ink, appearing to read "Cathy Mickelson".

Effective July 1, 1996, the Department of Financial Institutions assumed the functions previously performed by the Corporations Division of the Secretary of State and is the successor custodian of corporate records formerly held by the Secretary of State.

RECEIVED
FINANCIAL INSTITUTIONS
STATE OF WISCONSIN

1508731

Imaged

10 MAY 21 AM 9:45

ARTICLES OF AMENDMENT

TO THE AMENDED AND RESTATED ARTICLES OF INCORPORATION
OF
THE SWISS COLONY, INC.

The undersigned hereby adopts the following Articles of Amendment to the Amended and Restated Articles of Incorporation for The Swiss Colony, Inc., a Wisconsin corporation (the "Corporation"), under the Wisconsin Business Corporation Law, Chapter 180 of the Wisconsin Statutes.

- 1. The name of the Corporation is The Swiss Colony, Inc.
- 2. Article II of the Corporation's Amended and Restated Articles of Incorporation is hereby amended and restated in its entirety to read as follows:

ARTICLE II

The name of the Corporation is Colony Brands, Inc.

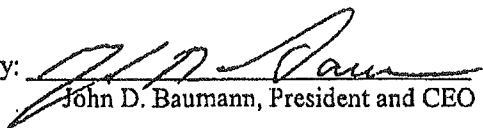
ok
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The foregoing amendment to the Corporation's Amended and Restated Articles of Incorporation was submitted to the shareholders by the Corporation's Board of Directors, and was approved and adopted by the shareholders, in accordance with Section 180.1003 of the Wisconsin Business Corporation Law as of May 20, 2010.

- 3. The effective time and date of these Articles of Amendment shall be 12:01 a.m. Central Daylight Time on June 1, 2010.

IN WITNESS WHEREOF, this instrument has been executed on behalf of the Corporation as of the 21st day of May, 2010.

THE SWISS COLONY, INC.
To be known as Colony Brands, Inc.

By: 
John D. Baumann, President and CEO

This instrument was drafted by, and after filing should be returned to: Attorney David V. Northcutt, Foley & Lardner LLP, 150 East Gilman Street, Madison, Wisconsin 53703.