

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
Liberty USA, Inc.		08/12/2010	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Cold Cow, LLC		
Street Address:	920 Irwin Run Road		
City:	West Mifflin		
State/Country:	PENNSYLVANIA		
Postal Code:	15122		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3406309	COLD COW ICE CREAM	
CORRESPONDENCE DATA			
Fax Number:	(412)209-0672		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(412) 297-4900		
Email:	iptrademark@cohenlaw.com		
Correspondent Name:	Christine W. Trebilcock, Cohen & Grigsby		
Address Line 1:	625 Liberty Avenue		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15222-3152		
ATTORNEY DOCKET NUMBER:	07-093 15812.3 (ASSIGN)		
NAME OF SUBMITTER:	Christine W. Trebilcock		
Signature:	/Christine W. Trebilcock/		
Date:	08/31/2010		

CH \$40.00 3406309

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Liberty USA, Inc., a Pennsylvania corporation, having a principal place of business at 920 Irwin Run Road, West Mifflin, Pennsylvania 15122 (hereinafter "Assignor") is the owner of all right, title and interest in and to the trademark set forth on Schedule A attached hereto (hereinafter referred to as "the Mark"), and

WHEREAS, Cold Cow, LLC, a Delaware limited liability company, having a principal place of business at 920 Irwin Run Road, West Mifflin, Pennsylvania 15122, (hereinafter "Assignee"), is desirous of acquiring all right, title and interest in and to the Mark.


NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark including the registrations and applications therefor for the United States and throughout the world together with the goodwill of the business associated and symbolized by the Mark, along with the right to sue and recover for damages and profits in connection with any past, present or future infringement or dilution.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Mark in the Assignee and/or to provide evidence to support any of the foregoing.

IN TESTIMONY WHEREOF, the Assignor has caused this Assignment to be executed effective as of the 12 day of August, 2010.


ASSIGNOR:

Liberty USA, Inc.

By: 
Signature
Name: GARY F. MCGUIRK SR.
Title: CEO / CHAIRMAN

ASSIGNEE:

Cold Cow, LLC

By: 
Signature
Name: Gary McGuirk JR
Title: President / MANAGER

SCHEDULE A

TRADEMARK REGISTRATION

MARK	REG. NO.	COUNTRY
COLD COW ICE CREAM	3,406,309	United States

07-093 15812 0003 TM Assignment from Liberty USA to Cold Cow for COLD COW ICE CREAM