

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
Prime Time International Company		09/27/2010	CORPORATION: ARIZONA

RECEIVING PARTY DATA

Name:	21st Century Brands LLC
Street Address:	2019 W. Lone Cactus Drive
City:	Phoenix
State/Country:	ARIZONA
Postal Code:	85027
Entity Type:	LIMITED LIABILITY COMPANY: ARIZONA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3846553	E6

CORRESPONDENCE DATA

Fax Number: (904)321-3475
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 904 321-3474
 Email: gkwpatlaw@aol.com
 Correspondent Name: Gerald K. White
 Address Line 1: 13414 W. Oakwood Ct.
 Address Line 2: Suite 100
 Address Line 4: Homer Glen, ILLINOIS 60491

NAME OF SUBMITTER:	Gerald K. White
Signature:	/Gerald K. White/
Date:	09/28/2010

Total Attachments: 1

900172503

**TRADEMARK
 REEL: 004285 FRAME: 0188**

OP \$40.00 3846553

ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, Prime Time International Company, an Arizona corporation, 2019 W. Lone Cactus Drive, Phoenix, Arizona 85027 (hereinafter "ASSIGNOR") is the owner of the following United States trademark registration:

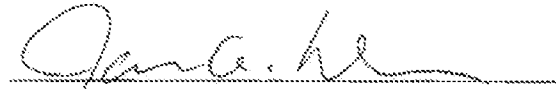
<u>Trademark</u>	<u>Reg. Number</u>	<u>Reg. Date</u>
e6	3,846,553	09/07/2010

WHEREAS, 21ST CENTURY BRANDS LLC, an Arizona limited liability company, 2019 W. Lone Cactus Drive, Phoenix, Arizona 85027 (hereinafter "ASSIGNEE") desires an assignment of all rights to said trademark registration;

NOW, THEREFORE, for valuable consideration received by ASSIGNOR, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE the entire right, title, and interest in and to said trademark registration.

This Assignment is executed at Phoenix, Arizona, as of the 27th day of September, 2010.

PRIME TIME INTERNATIONAL COMPANY



Name: James A. Deer

Title: Secretary & General Counsel