

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | Notice of Grant of Security Interest in Trademarks |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|------------------------------|----------|----------------|----------------------|
| Greenfield World Trade, Inc. | | 12/30/2008 | CORPORATION: FLORIDA |

RECEIVING PARTY DATA

| | |
|------------------------|--------------------------------------|
| Name: | TFSR, Inc. (formerly The Zeroll Co.) |
| Street Address: | 1550 Thumb Point Drive |
| City: | Fort Pierce |
| State/Country: | FLORIDA |
| Postal Code: | 34949 |
| Entity Type: | CORPORATION: FLORIDA |

PROPERTY NUMBERS Total: 12

| Property Type | Number | Word Mark |
|----------------------|----------|-----------------------|
| Registration Number: | 3806127 | MAXX COLD |
| Registration Number: | 3809616 | THE LEGACY COMPANIES |
| Registration Number: | 3533799 | |
| Registration Number: | 3478943 | GREENFIELD WORLDTRADE |
| Registration Number: | 3550854 | ZELATO |
| Registration Number: | 2097893 | ZEROLL |
| Registration Number: | 1591725 | ZEROLON |
| Registration Number: | 1511522 | GENERAL |
| Registration Number: | 1300215 | TOP-LOOSE |
| Registration Number: | 0604422 | GENERAL |
| Serial Number: | 77918042 | THERMOLON |
| Serial Number: | 77918015 | USSENTIALS |

CORRESPONDENCE DATA

900173687

**TRADEMARK
 REEL: 004294 FRAME: 0320**

OP \$315.00 3806127

Fax Number: (919)416-8328
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 9192868041
Email: pto_tmconfirmation@mvalaw.com
Correspondent Name: Moore & Van Allen PLLC
Address Line 1: 430 Davis Drive
Address Line 2: Suite 500
Address Line 4: Morrisville, NORTH CAROLINA 27560

| | |
|-------------------------|-------------------|
| ATTORNEY DOCKET NUMBER: | 031558-000171 EAR |
| NAME OF SUBMITTER: | Ellen A. Rubel |
| Signature: | /Ellen A. Rubel/ |
| Date: | 10/12/2010 |

Total Attachments: 4
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NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Gentlemen:

Please be advised that pursuant to the Security Agreement dated as of December 30, 2008 by and between the undersigned (the "Grantor") and TFSR, INC., a Florida corporation (formerly The Zeroll Co.), the undersigned Grantor has granted a continuing security interest in and continuing lien upon, the trademarks shown below to TFSR, Inc.:

TRADEMARKS

| <u>Trademark No.</u> | <u>Description of Trademark Item</u> | <u>Date of Trademark</u> |
|----------------------|---------------------------------------|--------------------------|
| | See <u>Schedule 1</u> attached hereto | |

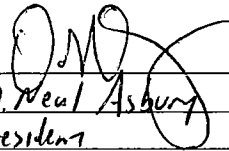
TRADEMARK APPLICATIONS

| <u>Trademark Application No.</u> | <u>Description of Trademark Applied For</u> | <u>Date of Trademark Application</u> |
|----------------------------------|---|--------------------------------------|
| | See <u>Schedule 1</u> attached hereto | |

The Grantor and the Agent hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Credit Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

GREENFIELD WORLD TRADE, INC.,
as Grantor

By: 
Name: O. Neal Ashburn
Title: President

Acknowledged and Accepted:

TFSR, INC. (formerly The Zeroll Co.)

By: _____
Name: _____
Title: _____

The Grantor and the Agent hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Credit Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

GREENFIELD WORLD TRADE, INC.,
as Grantor

By: _____
Name: _____
Title: _____

Acknowledged and Accepted:

TFSR, INC. (formerly The Zeroll Co.)

By: *T M Funka*
Name: TOM FUNKA
Title: PRES.

Schedule 1

**Greenfield World Trade, Inc.
(Florida Corporation)**

U.S. Trademarks

Registered Marks

| Mark | Registration No. | Registration Date |
|----------------------------------|-------------------------|--------------------------|
| MAXX COLD and Design | 3806127 | 6/22/10 |
| THE LEGACY COMPANIES and Design | 3809616 | 6/29/10 |
| Design Only | 3533799 | 11/18/08 |
| GREENFIELD WORLDTRADE and Design | 3478943 | 8/5/08 |
| ZELATO | 3550854 | 12/23/08 |
| ZEROLL | 2097893 | 9/16/97 |
| ZEROLON | 1591725 | 4/17/90 |
| GENERAL and Design | 1511522 | 11/8/88 |
| TOP-LOOSE | 1300215 | 10/16/84 |
| GENERAL | 604422 | 4/12/55 |

Pending Applications

| Mark | Serial No. | Filing Date |
|-------------|-------------------|--------------------|
| THERMOLON | 77918042 | 1/22/10 |
| USSENTIALS | 77918015 | 1/22/10 |