

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
John S Hendricks		11/18/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Hendricks Investment Holdings, LLC		
Street Address:	8484 Georgia Ave.		
City:	Silver Spring		
State/Country:	MARYLAND		
Postal Code:	20910		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 24			
Property Type	Number	Word Mark	
Serial Number:	77793219	CURIOSITY	
Serial Number:	77565533	E	
Serial Number:	77565544	E	
Serial Number:	77558952		
Serial Number:	77632498	ENRICHING TIMES IN THE LAND OF AWE	
Serial Number:	77632508	ENRICHING TIMES IN THE LAND OF AWE	
Serial Number:	77632502	ENRICHING TIMES IN THE LAND OF AWE	
Serial Number:	77774788	EXPERIUS ACADEMY	
Serial Number:	77552022	EXPERIUS	
Serial Number:	77776195	EXPERIUS ACADEMY PRESENTS THE QUESTION	
Serial Number:	77548475	EXPLORING EVERYTHING UNDER THE SUN	
Serial Number:	77513209	IT'S AWE FOR YOU	
Serial Number:	77106223	MISSION BELL	
Serial Number:	77632480	REACHING OUT, TOUCHING LIFE	

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Serial Number:	77632490	REACHING OUT, TOUCHING LIFE
Serial Number:	77632494	REACHING OUT, TOUCHING LIFE
Serial Number:	77375545	S1 STABLEONE CLUB
Serial Number:	77375515	STABLEONE CLUB
Serial Number:	77544224	SUN SPRING
Serial Number:	77552960	THE COLLECTIBLE EXPERIENCES OF LIFE
Serial Number:	77552966	THE COLLECTIBLE EXPERIENCES OF LIFE
Serial Number:	77632471	THE ULTIMATE ROAD TRIP
Serial Number:	77658669	THE WORLD'S MOST CURIOUS VACATION
Serial Number:	77658649	THE WORLD'S MOST CURIOUS VACATION

CORRESPONDENCE DATA

Fax Number: (208)576-3995

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 202-857-6000

Email: mecheme@arentfox.com

Correspondent Name: Emily S. Mechem c/o Arent Fox LLP

Address Line 1: 1050 Connecticut Ave., NW

Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

NAME OF SUBMITTER:	Emily S. Mechem
Signature:	/Emily S. Mechem/
Date:	11/19/2010

Total Attachments: 3

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TRADEMARK ASSIGNMENT

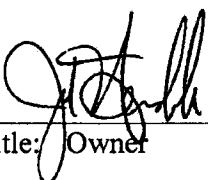
WHEREAS John S. Hendricks, an individual, having a place of business at 8484 Georgia Avenue, Silver Spring, Maryland 20910 (hereinafter "ASSIGNOR"), is the owner of all right, title, and interest in, under, and to the U.S. trademarks listed in the attached Schedule A, and the pending applications therefor (hereinafter, collectively, the "Trademarks");

WHEREAS Hendricks Investment Holdings, LLC, organized and existing under the laws of Delaware, having a place of business at 8484 Georgia Avenue, Silver Spring, Maryland 20910 (hereinafter "ASSIGNEE"), is desirous of acquiring said Trademarks, together with the ongoing business and the goodwill of the business pertaining thereto, which business is ongoing and existing.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said ASSIGNOR does hereby assign unto the said ASSIGNEE all right, title and interest in and to the said Trademarks and the applications and registrations thereof, including the portion of ASSIGNOR'S business to which the Trademarks pertain, such business being ongoing and existing, together with the goodwill of the business symbolized by the Trademarks and the above-identified applications thereof, and including the right to bring suit and recover damages for past infringement.

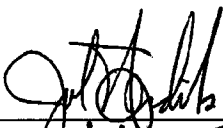
JOHN S. HENDRICKS

Date: 11/18/10


Title: Owner





HENDRICKS INVESTMENT HOLDINGS, LLC

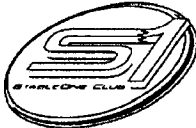

Date: 11/18/10

By: 
Name: John S. Hendricks
Title: Chairman & Managing Partner

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SCHEDULE A

Mark	Serial No.
CURIOSITY	77/793219
E and Design 	77/565533
E and Design 	77/565544
Design Only 	77/558952
ENRICHING TIMES IN THE LAND OF AWE	77/632498
ENRICHING TIMES IN THE LAND OF AWE	77/632502
ENRICHING TIMES IN THE LAND OF AWE	77/632508
EXPERIUS ACADEMY	77/774788
EXPERIUS ACADEMY PRESENTS THE QUESTION	77/776195
EXPERIUS and Design 	77/552022
EXPLORING EVERYTHING UNDER THE SUN	77/548475
IT'S AWE FOR YOU	77/513209
MISSION BELL	77/106223

<u>Mark</u>	<u>Serial No.</u>
REACHING OUT, TOUCHING LIFE	77/632480
REACHING OUT, TOUCHING LIFE	77/632490
REACHING OUT, TOUCHING LIFE	77/632494
S1 STABLEONE CLUB	77/375545
	
STABLEONE CLUB	77/375515
	
SUN SPRING	77/544224
THE COLLECTIBLE EXPERIENCES OF LIFE	77/552960
THE COLLECTIBLE EXPERIENCES OF LIFE	77/552966
THE ULTIMATE ROAD TRIP	77/632471
THE WORLD'S MOST CURIOUS VACATION	77/658669
THE WORLD'S MOST CURIOUS VACATION	77/658649