

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
MOMO Panache, L.P.		04/08/2009	LIMITED PARTNERSHIP: TEXAS
RECEIVING PARTY DATA			
Name:	Creative Gifts International, Inc.		
Street Address:	80 Shawmut Road		
City:	Canton		
State/Country:	MASSACHUSETTS		
Postal Code:	02021		
Entity Type:	CORPORATION: MASSACHUSETTS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78294199	SEE IT. LOVE IT. BUY IT.	
Serial Number:	76265490	MO MO PANACHE	
CORRESPONDENCE DATA			
Fax Number:	(781)622-5933		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	smason@mbbp.com		
Correspondent Name:	Sheri S. Mason		
Address Line 1:	1601 Trapelo Road		
Address Line 2:	Suite 205		
Address Line 4:	Waltham, MASSACHUSETTS 02451		
ATTORNEY DOCKET NUMBER:	CGITM20		
NAME OF SUBMITTER:	Sheri S. Mason		
Signature:	/Sheri S Mason/		

OP \$65.00 78294199

900178217

TRADEMARK
 REEL: 004428 FRAME: 0032

Date:

12/08/2010

Total Attachments: 4

source=MoMo Trademark Assignment (M0231089)#page1.tif

source=MoMo Trademark Assignment (M0231089)#page2.tif

source=MoMo Trademark Assignment (M0231089)#page3.tif

source=MoMo Trademark Assignment (M0231089)#page4.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment, dated as of April 8, 2009, is made by MOMO Panache, L.P., a Texas limited partnership ("Assignor"), in favor of Creative Gifts International, Inc., a Massachusetts corporation ("Assignee").

WHEREAS, Assignor wishes to provide for the sale, transfer, assignment, and delivery by Assignor to Assignee of all right, title and interest in and to all of Assignor's proprietary interest in the trademarks set forth in Exhibit A attached hereto (the "Marks"), and in and to any and all rights to register such Marks, derivative Marks, continuations, reissues, renewals, divisions and extensions of the same and in and to any and all claims and demands against any third party, either at law or in equity, for past, present, and/or future infringement or other damage and/or injury to or misappropriation of the Marks, including the right to sue and collect damages for the same for Assignee's own use and benefit and that of its successors and assigns; and

WHEREAS, Assignee is desirous of acquiring the Marks and any and all rights to register such Marks, continuations, reissues, renewals, divisions and extensions of the same and any and all claims and demands against any third party, either at law or in equity, for past, present, and/or future infringement or other damage and/or injury to or misappropriation of the Marks, including the right to sue and collect damages for the same for Assignee's own use and benefit and that of its successors and assigns;

NOW, THEREFORE, in consideration of the sum of One Dollar (US\$1.00) and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does, by these presents, hereby sell, assign, transfer, and set over to Assignee and its successors and assigns, all of Assignor's worldwide right, title, and interest in and to the Marks, and in and to any and all existing and pending registrations and applications for registration and for rights to register such Marks, derivative Marks, continuations, reissues, renewals, divisions and extensions of the same, together with the goodwill of the business symbolized by such Marks and all goodwill associated with the Marks, and in and to any and all claims and demands against any third party, either at law or in equity, for past, present, and/or future infringement or other damage and/or injury to or misappropriation of the Marks, including the right to sue and collect damages for the same for Assignee's own use and benefit and that of its successors and assigns.

Assignor hereby covenants and agrees that it will, at any time upon request, execute and deliver any and all papers that may be necessary or desirable to perfect title to the Marks in Assignee or to defend or enforce Assignee's rights to the Marks and its successors and assigns, and that, if Assignee and its successors and assigns desire to secure any registration or reissues of any of the Marks or to file any disclaimer or disclaimers relating thereto, Assignor will, upon request, sign all papers and do all lawful acts requisite for the application for such registrations or reissues, and the procuring thereof, or for the filing of such disclaimer or disclaimers, without further compensation, but at the expense of Assignee and its successors and assigns.

ID # 582998v01/16770-2/04.07.2009

TRADEMARK
REEL: 004428 FRAME: 0034

This Trademark Assignment shall be governed by the laws of the Commonwealth of Massachusetts and the federal laws of the United States of America applicable therein.

This Trademark Assignment is intended to and shall take effect as a sealed instrument as of the date first set forth above.

This Trademark Assignment may be executed in several counterparts, each of which so executed shall be deemed to be an original and such counterparts together shall be but one and the same instrument. The delivery of an executed counterpart copy of this Trademark Assignment by facsimile or telecopy shall be deemed to be the equivalent of the delivery of an original executed copy thereof.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

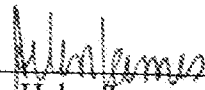
[SIGNATURE PAGE TO FOLLOW]

[Signature page to Trademark Assignment]

The undersigned have executed this Trademark Assignment as of the date first written above.

ASSIGNOR:

MOMO PANACHE, L.P.

By: 
Name: Helen James
Its:

ASSIGNEE:

CREATIVE GIFTS INTERNATIONAL, INC.

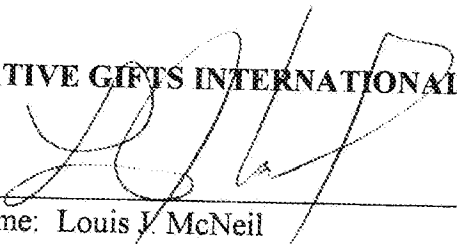
By: 
Name: Louis J. McNeil
Its: President

EXHIBIT A

Registered Marks

1. MoMo Panache
2. See It, Love It, Buy It
3. MoMo Accent

Unregistered Marks

1. Peachie
2. Margatini



ID # 582998v01/16770-2/ 04.07.2009

