

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Coastal Sales Associates Inc. DBA CSA, Inc.		10/18/2010	CORPORATION: NEW YORK

**RECEIVING PARTY DATA**

<b>Name:</b>	Temptation, LLC
<b>Street Address:</b>	62 Leone Lane
<b>City:</b>	Chester
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10918
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Registration Number:	3145875	TEMP-TATIONS
Registration Number:	3529117	TEMP-TATIONS COUNTRY LACE
Serial Number:	77723281	LID-IT
Serial Number:	77843723	HOT RECIPES IN COOL DISHES
Serial Number:	85090527	TASTY TOTABLE
Serial Number:	85090836	MAKE IT, BAKE IT, AND TAKE IT
Serial Number:	85123157	OLD WORLD

**CORRESPONDENCE DATA**

**Fax Number:** (480)655-9536  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 480-655-0073  
**Email:** trademarks@iplawusa.com  
**Correspondent Name:** Schmeiser, Olsen & Watts LLP  
**Address Line 1:** 18 E. University Drive, Suite 101

**900178849**

**TRADEMARK  
 REEL: 004434 FRAME: 0225**

OP \$190.00 3145875

Address Line 4: Mesa, ARIZONA 85201

ATTORNEY DOCKET NUMBER: TEMP.13453

NAME OF SUBMITTER: Albert L. Schmeiser

Signature: /Albert L. Schmeiser/

Date: 12/15/2010

**Total Attachments: 4**

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**TRADEMARK ASSIGNMENT**

WHEREAS, Coastal Sales Associates Inc., a New York corporation with offices at 62 Leone Lane, Chester, New York 10918 (the *Assignor*), has adopted, is using and is the owner of the right, title, interest and goodwill in and to the trademarks identified in Exhibit I attached hereto (the *Marks*) and the U.S. Federal Trademark Registration associated with such Marks (the *Registrations*); and

WHEREAS, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor desires to sell, transfer, assign and set over unto Temp-Tations LLC, a Delaware limited liability company with offices at 62 Leone Lane, Chester, New York 10918 (the *Assignee*), all rights, title and interest of the Assignor in and to the Marks, the Registrations and all goodwill associated therewith;

NOW, THEREFORE, the Assignor does hereby sell, assign, transfer and set over unto the Assignee, its successors and assigns, the entire and exclusive right, title and interest in and to: (i) the Marks, (ii) the Registrations, (iii) the goodwill of the business symbolized by and associated with the Marks and the Registrations thereof, and (iv) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringement or dilution of or damage or injury to the Marks or the Registrations thereof or such associated goodwill. The Assignor further agrees to execute and have executed all documents, instruments and papers and to perform all acts, without any further consideration but at the cost and expense of the Assignee, as deemed reasonably necessary by the Assignee to perfect in the Assignee the foregoing rights, title and interests, including the execution of any related domestic or foreign application documents.

*Remainder of page intentionally left blank. Next page is a signature page.]*

IN WITNESS WHEREOF, the Assignor, by its duly authorized officer, has executed this Trademark Assignment, as an instrument under seal on this 18<sup>th</sup> day of October, 2010.

Coastal Sales Associates Inc.

By: [Signature]  
Name: ERIC R. LEVINE  
Title: President

STATE OF NEW YORK  
COUNTY OF ORANGE

ss.

On this the 18<sup>th</sup> day of October, 2010, before me appeared ERIC R. LEVINE, the person who signed this instrument, who acknowledged that he signed such instrument as his free act and deed.

[Signature]  
Notary Public  
My commission expires: 10/3/2012

JAMES A. PERALES  
Notary Public, State of New York  
Qualified in Orange County  
No. 01PE6106144  
My Commission Expires 10/3/2012

The foregoing Trademark Assignment of said Marks and Registrations thereof by Assignor is hereby accepted as of October 18, 2010.

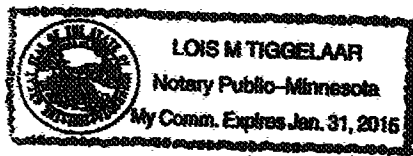
Temp-Tations LLC

By: *Steven N. Giambruno*  
Name: STEVEN N. GIAMBRUNO  
Title: TREASURER

STATE OF Minnesota  
COUNTY OF Carver

ss.

On this the 18 day of October, 2010, before me appeared Steven N. Giambruno the person who signed this instrument, who acknowledged that he signed such instrument as his free act and deed.



*Lois M. Tigelaar*  
1-31-15

**EXHIBIT 1**

**TRADEMARKS**

Our File No.	Description	Country	Trademark	Registration # or Application #
CSA.10087	Temp-tations	US	Trademark	3,145,875
CSA.10867	Tem-ptation Country Lace	US	Trademark	3,529,117
CSA.12713	LID-IT Trademark	US	Trademark	777723,281
CSA.12976	Hot Recipes in Cool Dishes	US	Trademark	777843,723
CSA.13341	Tasty Totable	US	Trademark	85/090,527
CSA.13342	Make It, Bake It, and Take It	US	Trademark	85,090,836
CSA.13383	Old World	US	Trademark	85/123,157
CSA.11085	Tem-ptations	Europe	Trademark	004 982 163
CSA.11476	Temp-tations	Canada	Trademark	TMA752,314