

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
Fairkeep Products, LLC		01/05/2011	LIMITED LIABILITY COMPANY: ARKANSAS
RECEIVING PARTY DATA			
Name:	Launch Marketing, LLC		
Street Address:	2406 S. Cottonwood		
Internal Address:	Suite 4		
City:	Bentonville		
State/Country:	ARKANSAS		
Postal Code:	72712		
Entity Type:	LIMITED LIABILITY COMPANY: ARKANSAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3683042	BRUSH & LEARN	
CORRESPONDENCE DATA			
Fax Number:	(336)723-5181		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	336-723-5180		
Email:	jarcher@ennsandarcher.com		
Correspondent Name:	Julia C. Archer		
Address Line 1:	939 Burke Street		
Address Line 4:	Winston-Salem, NORTH CAROLINA 27101		
ATTORNEY DOCKET NUMBER:	BRUSH & LEARN ASSIGNMENT		
NAME OF SUBMITTER:	Julia C. Archer		
Signature:	/jarcher/		

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 REEL: 004451 FRAME: 0627

Date:

01/12/2011

Total Attachments: 1

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WHEREAS, Fairkeep Products, LLC, an Arkansas limited liability company with an address at 2406 S Cottonwood, Suite 4, Bentonville, AR 72712, has adopted and used and owns all rights in and to the trademark BRUSH & LEARN and the trademark registration therefor in connection with "toothbrushes," U.S. Reg. No. 3683042; and

WHEREAS, Launch Marketing, LLC, an Arkansas limited liability company with an address at 2406 S Cottonwood, Suite 4, Bentonville, AR 72712, desires to acquire the BRUSH & LEARN mark and the registration thereof, together with the goodwill of the business symbolized by the mark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Fairkeep Products, LLC hereby assigns to Launch Marketing, LLC all rights, title and interest in and to the mark BRUSH & LEARN and the registration thereof, together with the goodwill of the business symbolized by the mark.

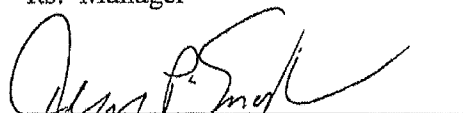
Signed this the 5th day of January, 2011.

FAIRKEEP PRODUCTS, LLC

By: Argo Holdings Ltd., LLC
Its: Sole Member



By: Michael E. Couture
Its: Manager



By: Jeffrey P. Engleman
Its: Manager