

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
Plymouth Direct, Inc.		01/14/2011	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Toni Brattin & Co., Inc.		
Street Address:	5801 Columbine Way		
City:	Oklahoma City		
State/Country:	OKLAHOMA		
Postal Code:	73142		
Entity Type:	CORPORATION: OKLAHOMA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2807951	TAN SECRET	
CORRESPONDENCE DATA			
Fax Number:	(202)887-4288		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-887-4000		
Email:	lgeyer@akingump.com		
Correspondent Name:	Laura T. Geyer		
Address Line 1:	1333 New Hampshire Ave NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036-1564		
ATTORNEY DOCKET NUMBER:	TONI BRATTIN		
NAME OF SUBMITTER:	Laura Talley Geyer		
Signature:	/Laura Talley Geyer/		
Date:	02/07/2011		

CH \$40.00 2807951

Total Attachments: 2
source=brattin#page1.tif
source=brattin#page2.tif

TRADEMARK ASSIGNMENT

WHEREAS, Plymouth Direct, Inc., a Pennsylvania Corporation having an address of 425 Stump Road, P.O. Box 427, Montgomeryville, Pennsylvania 18936 ("Assignor"), owns all right, title, and interest in and to the trademark and registration thereof as set forth on Schedule A hereto;

WHEREAS, Toni Brattin & Co., Inc., an Oklahoma Corporation with an address of 5801 Columbine Way, Oklahoma City, Oklahoma 73142 ("Assignee") is desirous of acquiring from Assignor the entire right, title, and interest in and to said mark, the registration therefore, and the goodwill of the business associated therewith;

WHEREAS, it is desired that the assignment of said mark and registration be made of record in the United States Patent and Trademark Office, as appropriate, and other appropriate Patent and Trademark offices.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby assigns to Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the registration therefore as set forth in Schedule A, and all rights to damages and profits, due or accrued, arising out of past infringements of the mark and the right to sue for and recover the same.

Dated: 1/14, 2011

Plymouth Direct, Inc. (Assignor)

By: 
Steve Silbiger

Title: Sr Dir of TV Mktg.

Dated: 1-14, 2011

Toni Brattin & Co., Inc. (Assignee)

By: 
Toni Brattin

Title: President

SCHEDULE A

Mark	U.S. Reg. No.
TAN SECRET	2,807,951