

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                       |                           |
|----------------------------------|--|-----------------------|---------------------------|
| SUBMISSION TYPE:                 | NEW ASSIGNMENT   |                       |                           |
| NATURE OF CONVEYANCE:            | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                       |                           |
| <b>CONVEYING PARTY DATA</b>      |  |                       |                           |
| <b>Name</b>                      | <b>Formerly</b>  | <b>Execution Date</b> | <b>Entity Type</b>        |
| Plymouth Direct, Inc.            |  | 01/14/2011            | CORPORATION: PENNSYLVANIA |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                           |
| <b>Name:</b>                     | Toni Brattin & Co., Inc.   |                       |                           |
| <b>Street Address:</b>           | 5801 Columbine Way   |                       |                           |
| <b>City:</b>                     | Oklahoma City  |                       |                           |
| <b>State/Country:</b>            | OKLAHOMA   |                       |                           |
| <b>Postal Code:</b>              | 73142  |                       |                           |
| <b>Entity Type:</b>              | CORPORATION: OKLAHOMA  |                       |                           |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                       |                           |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                           |
| Registration Number:             | 2807951  | TAN SECRET            |                           |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                           |
| 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  
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**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;

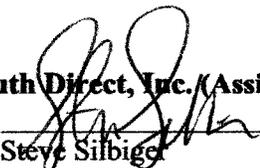
WHEREAS, Toni Brattin & Co., Inc., an Oklahoma Corporation with an address of 5801 Columbine Way, Oklahoma City, Oklahoma 73142 ("Assignee") is desirous of acquiring from Assignor the entire right, title, and interest in and to said mark, the registration therefore, and the goodwill of the business associated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

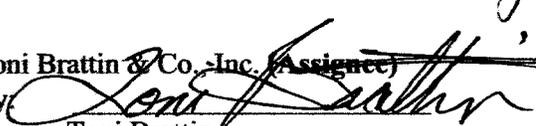
**Plymouth Direct, Inc. (Assignor)**

By:   
Steve Silbiger

Title: Sec Dir of TV Mktg.

Dated: 1-14, 2011

**Toni Brattin & Co., Inc. (Assignee)**

By:   
Toni Brattin

Title: President

**SCHEDULE A**

| <b>Mark</b> | <b>U.S. Reg. No.</b> |
|-------------|----------------------|
| TAN SECRET  | 2,807,951            |