

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
Boyt Brands, Inc.		02/17/2011	CORPORATION: IOWA
RECEIVING PARTY DATA			
Name:	B.L. Operating Corp.		
Street Address:	20 Hartmann Dr.		
City:	Lebanon		
State/Country:	TENNESSEE		
Postal Code:	37087		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85009444	WHERE LUXURY MEETS VALUE	
CORRESPONDENCE DATA			
Fax Number:	(802)862-7512		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	802-846-8621		
Email:	jfitzgerald@drm.com		
Correspondent Name:	Jamie J. Fitzgerald		
Address Line 1:	DRM, 199 Main St.		
Address Line 2:	P.O. BOX 190		
Address Line 4:	Burlington, VERMONT 05402-0190		
ATTORNEY DOCKET NUMBER:	13847-003UST1		
NAME OF SUBMITTER:	Jamie J. Fitzgerald		
Signature:	/jamie j. fitzgerald/		
Date:	02/21/2011		

OP \$40.00 85009444

Total Attachments: 1

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INTENT-TO-USE TRADEMARK ASSIGNMENT

This Assignment is made this 7th day of February, 2011, by **Boyt Brands, Inc.** ("Assignor"), an Iowa corporation having a principal place of business at 15 Sarah Avenue, Iowa Falls, Iowa 50126 to **B.L. Operating Corp.** ("Assignee"), a Delaware corporation having a principal place of business at 200 Hartmann Drive, Lebanon, Tennessee 37087.

WHEREAS, Assignor, having a *bona fide* intention to use in its business the trademark, WHERE LUXURY MEETS VALUE (the "**Trademark**"), has filed the following application for registration of such Trademark with the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>
WHERE LUXURY MEETS VALUE	85/009,444	April 8, 2010

(the "**Registration Application**").

WHEREAS, Assignor has transferred to Assignee all of its business to which the Trademark pertains; and

WHEREAS, Assignee, being the successor of all of the business of Assignor to which the Trademark pertains, desires all rights, title and interest in and to the Trademark and the Registration Application, together with any and all goodwill of the business connected with the use of and symbolized by the Trademark and the Registration Application.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all rights, title, and interest in and to the Trademark and the Registration Application therefor, together with any and all goodwill of the business connected with the use of and symbolized by the Trademark and the right to prosecute and recover monetary damages for past, present and future infringements and other violations of the Trademark.

FURTHER, Assignor agrees to execute and provide, promptly after its execution hereof, such further instruments, documents or assignments as may be reasonably requested by Assignee to effectuate the purposes of this transaction and to consolidate, vest and record in Assignee all of Assignor's rights in and to the Trademark and the Registration Application.

IN WITNESS WHEREOF Assignor has executed this instrument.

Dated: February 7, 2011

ASSIGNOR

By: 

Name: RICHARD HANSEN

Title: CHAIRMAN