

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	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>
Smoky Mountain Gift Show, Inc.		02/11/2011	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Urban Exposition, L.L.C.		
<b>Composed Of:</b>	COMPOSED OF Members		
<b>Street Address:</b>	1690 Roberts Blvd., Suite 111		
<b>City:</b>	Kennesaw		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30144		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: UNITED STATES		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1854826	THE SMOKY MOUNTAIN GIFT SHOW, INC.	
<b>Registration Number:</b>	2343258	THE ORIGINAL GATLINBURG GIFT SHOW	
<b>Registration Number:</b>	1937341		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(770)443-5654		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	770-443-6060		
<b>Email:</b>	mason@rountreelaw.com		
<b>Correspondent Name:</b>	Mason B. Rountree		
<b>Address Line 1:</b>	27 Courthouse Square		
<b>Address Line 4:</b>	Dallas, GEORGIA 30132		
<b>NAME OF SUBMITTER:</b>	Mason B. Rountree		
<b>Signature:</b>	/Mason B. Rountree/		

OP \$90.00 1854826

**900184859**

**TRADEMARK  
 REEL: 004485 FRAME: 0842**

Date:

02/24/2011

**Total Attachments: 7**

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## ASSIGNMENT OF U.S. TRADEMARKS

THIS ASSIGNMENT OF U.S. TRADEMARKS is made and entered into as of the 11<sup>th</sup> day of February, 2011 by and between **Smoky Mountain Gift Show, Inc.**, a Tennessee corporation ("Assignor"), and **Urban Exposition, L.L.C.**, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of the United States trademark registrations described on Schedule A attached hereto (the "Marks"); and,

WHEREAS, Assignor has assigned all of its rights, title and interest in, to and under said Marks and the registrations thereof to Assignee pursuant to an Asset Purchase Agreement (the "Asset Purchase Agreement") of even date herewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Assignor does hereby sell, assign and transfer to Assignee, all of its right, title and interest in, to and under said Marks and registrations, together with the goodwill of the Business (as defined in the Agreements) symbolized by and associated with said Marks, and all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

2. Assignor hereby authorizes the United States Patent and Trademark Office to transfer registration of the Marks to Assignee, including any renewals thereof, and to issue to Assignee all rights, title and interest therein.

3. Assignor does hereby covenant and warrant that it has full right to convey the Marks and registrations herein sold and assigned, free and clear of any encumbrances of any kind whatsoever.

4. Assignor further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be reasonably necessary for securing, completing or vesting in Assignee full right, title and interest in the Marks.

5. This Assignment shall be governed by, and interpreted and construed in accordance with, the laws of the State of Tennessee, without regard to the choice of law provisions thereof.



6. This Assignment may be executed in two or more counterparts, each of which shall constitute an original.

**ASSIGNOR:**

**Smoky Mountain Gift Show, Inc.**

By: Eva Havlicek  
Eva Havlicek, President

**ASSIGNEE:**

**Urban Exposition, L.L.C.**

By: \_\_\_\_\_  
Tim von Gal, Vice President/Secretary

STATE OF COLORADO    )  
COUNTY OF DeWelle    )

Before me, a Notary Public in and for the state and county aforesaid, personally appeared Eva Havlicek, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged herself to be the President of Smoky Mountain Gift Show, Inc., the within named bargainer, a corporation, and that she, as such President, being authorized so to do, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation by herself as President.

Witness my hand and seal, this 14 day of February, 2011.

[Signature]  
Notary Public

My Commission Expires:  
My Commission Expires 03/01/2013



6. This Assignment may be executed in two or more counterparts, each of which shall constitute an original.

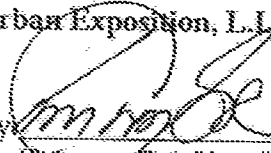
ASSIGNOR:

Smoky Mountain Gift Show, Inc.

By: \_\_\_\_\_  
Eva Havlicek, President

ASSIGNEE:

Urban Exposition, L.L.C.

By:  \_\_\_\_\_  
Tim von Gal, Vice President/Secretary

STATE OF COLORADO )  
COUNTY OF \_\_\_\_\_ )

Before me, a Notary Public in and for the state and county aforesaid, personally appeared Eva Havlicek, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged herself to be the President of Smoky Mountain Gift Show, Inc., the within named bargainer, a corporation, and that she, as such President, being authorized so to do, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation by herself as President.

Witness my hand and seal, this \_\_\_\_\_ day of February, 2011.

\_\_\_\_\_  
Notary Public

My Commission Expires:  
\_\_\_\_\_

STATE OF GEORGIA )  
COUNTY OF COBB )

Before me, a Notary Public in and for the state and county aforesaid, personally appeared **Tim von Gal**, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged himself to be the Vice President/Secretary of Urban Exposition, L.L.C., the within named bargainer, a limited liability company, and that he, as such Vice President/Secretary, being authorized so to do, executed the foregoing instrument for the purposes therein contained, by signing the name of the company by himself as Vice President/Secretary.

Witness my hand and seal, this 9 day of February, 2011.

Cec Lee  
Notary Public

My Commission Expires:  
5/5/13



SCHEDULE A  
ASSIGNED TRADEMARKS

**Word Mark** THE SMOKY MOUNTAIN GIFT SHOW, INC.  
**Goods and Services** IC 035 US 101. G & S: trade shows in the field of gifts and novelty items. FIRST USE: 19740110. FIRST USE IN COMMERCE: 19740110  
**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 74387385  
**Filing Date** May 7, 1993  
**Current Filing Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** June 28, 1994  
**Registration Number** 1854826  
**Registration Date** September 20, 1994  
**Owner** (REGISTRANT) Smoky Mountain Gift Show, Inc. CORPORATION TENNESSEE Post Office Box 50 111 Bruce Road Gatlinburg TENNESSEE 37738  
**Attorney of Record** Steven J. Eisen  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GIFT SHOW, INC." APART FROM THE MARK AS SHOWN  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL-2(F)  
**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20040814.  
**Renewal** 1ST RENEWAL 20040814  
**Live/Dead Indicator** LIVE



Word Mark THE ORIGINAL GATLINBURG GIFT SHOW  
Goods and Services IC 038 US 160 101 102. G & S: arranging and conducting trade shows in the field of gifts and novelty items. FIRST USE: 19940101 FIRST USE IN COMMERCE: 19940101  
Mark Drawing Code (1) TYPED DRAWING  
Serial Number 75698354  
Filing Date April 22, 1999  
Current Filing Basis 1A  
Original Filing Basis 1A  
Published for Opposition January 25, 2000  
Registration Number 2343258  
Registration Date April 18, 2000  
Owner (REGISTRANT) Smoky Mountain Gift Show, Inc. CORPORATION TENNESSEE Post Office Box 50 Gatlinburg TENNESSEE 37738  
Attorney of Record Jillian M. Suwanski  
Prior Registrations 1854826  
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GIFT SHOW" APART FROM THE MARK AS SHOWN  
Type of Mark SERVICE MARK  
Register PRINCIPAL-2(F)  
Affidavit Text SECT 15. SECT 8 (9-YR). SECTION 8(10-YR) 20100419.  
Renewal 1ST RENEWAL 20100419  
Live/Dead LIVE







Goods and Services IC 035, US 100 101 102, G & S: organizing and conducting a wholesale gift show featuring souvenirs, crafts and related items of interest to souvenir and gift shop owners. FIRST USE: 19880901, FIRST USE IN COMMERCE: 19880901

Mark Drawing Code (2) DESIGN ONLY

Design Search Code 02.01.18 - Farmers (men); Hobos (men); Men, farmers, hobos and other men wearing overalls; Overalls (men wearing)  
03.01.14 - Bears other than Panda bears; Bears, koala; Bears, polar; Black bears; Grizzly bears; Koala bears; Polar bears  
03.01.24 - Stylized cats, dogs, wolves, foxes, bears, lions, tigers  
03.01.26 - Costumed cats, dogs, wolves, foxes, bears and those with human attributes  
03.17.02 - Feathers  
09.05.03 - Fuzzes, turbans, berets, other visorless and brimless hats

Serial Number 74819085

Filing Date September 19, 1994

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition August 29, 1995

Registration Number 1937341

Registration Date November 21, 1995

Owner (REGISTRANT) Smoky Mountain Gift Show, Inc. CORPORATION TENNESSEE 402 Sassafras Trail Sevierville TENNESSEE 37876

Attorney of Record STEVEN J. EISEN

Prior Registrations 1563708

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15, SECT 8 (8-YR), SECTION 8(10-YR) 20051210.

Renewal 1ST RENEWAL 20051210

Live/Dead indicator LIVE

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