

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
SENCO BRANDS, INC.		12/29/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	OMG, INC.		
Street Address:	153 BOWLES ROAD		
City:	AGAWAM		
State/Country:	MASSACHUSETTS		
Postal Code:	01001		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3115175	KOOLGLIDE	
Registration Number:	3027847	KOOLGLIDE	
Registration Number:	2930843	SINCH TECHNOLOGY	
Registration Number:	2930844	THE SIMPLE SOLUTION IN FASTENING	
CORRESPONDENCE DATA			
Fax Number:	(860)527-5029		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	8605279211		
Email:	alixyaleristas@gmail.com		
Correspondent Name:	NANCY KENNEDY		
Address Line 1:	750 MAIN ST		
Address Line 4:	HARTFORD, CONNECTICUT 06103		
ATTORNEY DOCKET NUMBER:	OMGNEX/T01/1;T01/7;T02&3		
NAME OF SUBMITTER:	NANCY KENNEDY		

CH \$115.00 3115175

900184940

TRADEMARK
 REEL: 004486 FRAME: 0444

Signature:	/NANCY KENNEDY/
Date:	02/25/2011
Total Attachments: 3 source=_0225042324_001#page1.tif source=_0225042324_001#page2.tif source=_0225042324_001#page3.tif	

EXECUTION VERSION

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS (this "Assignment") is dated December 29, 2010 and is between Senco Brands, Inc. ("Assignor"), and OMG, Inc. ("Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Intellectual Property Purchase Agreement, dated December 28, 2010, as amended, restated, modified or supplemented from time to time on or prior to the date hereof (the "Purchase Agreement"), pursuant to which Assignee has, among other things, agreed to acquire from Assignor, and Assignor has agreed to sell to Assignee, all of Assignor's rights, title and interest in the service mark set forth on Attachment I hereto, including all registrations and applications therefore, all common law rights pertaining thereto, all rights corresponding thereto throughout the world, and all goodwill associated with the foregoing (the "Assigned Marks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee, and Assignee hereby accepts, Assignor's entire right, title and interest in and to (i) the Assigned Marks, (ii) the goodwill of the business symbolized by the Assigned Marks, (iii) all right to apply for and maintain all applications, registrations, or renewals for the Assigned Marks, (iv) all income, royalties, damages, and payments now or hereafter due or payable in respect to the Assigned Marks, and (v) all causes of action and the right to sue, counterclaim, and recover for past, present, and future infringement of Assignor's rights in the Assigned Marks, as well as all rights corresponding thereto throughout the world. The Assignor hereby authorizes Assignee to file this Assignment with the Patent and Trademark Office on its behalf, and Assignee hereby agrees to pay any fees required by the Patent and Trademark Office for filing this Assignment.

Capitalized terms used herein and not otherwise defined herein have the meanings set forth in the Purchase Agreement. Nothing contained in this Assignment shall in any way supersede, modify, replace, amend, change, rescind, waive, expand, exceed, enlarge or affect the provisions set forth in, or any party's rights, remedies or obligations under, the Purchase Agreement. Notwithstanding anything contained herein to the contrary, to the extent that any provision of this Assignment is inconsistent or conflicts with the Purchase Agreement, the Purchase Agreement shall control.

This Assignment shall be governed by, and construed in accordance with, the laws of the State of New York applicable to contracts made and to be performed entirely in such state without regard to principles of conflicts or choice of laws or any other law that would make the laws of any other jurisdiction other than the State of New York applicable hereto.

(Signature page follows)

EXECUTION VERSION

Senco and OMG have executed this Assignment as of the date set forth above.

SENCO BRANDS, INC.

By: [Signature]
Name: Benjamin Johnson
Title: CEO

State of Ohio)
) ss.:
County of Clermont)



WILFORD CARL MENTRUP
Attorney at Law
Notary Public, State of Ohio
My Commission Has No Expiration
Date: Section 147 03 O.R.C.

On December 29, 2010, before me, the subscriber, a Notary Public in and for said state, personally came Benjamin Johnson the assignor in the foregoing assignment and acknowledged the signing thereof to be his/her voluntary authorized act and deed.

I have hereunto subscribed my name and affixed my official seal on the day and year last aforesaid.

[Signature]
Notary Public

OMG, INC.

By: _____
Name:
Title:

State of _____)
) ss.:
County of _____)

On December ____, 2010, before me, the subscriber, a Notary Public in and for said state, personally came _____, the assignee in the foregoing assignment and acknowledged the signing thereof to be his/her voluntary authorized act and deed.

I have hereunto subscribed my name and affixed my official seal on the day and year last aforesaid.

Notary Public

EXECUTION VERSION

**ATTACHMENT I
TO TRADEMARK ASSIGNMENT
TRADEMARK LISTING**

Trademarks

Trademark	Database	Status	Application No.	Registration No.
			Application Date	Registration Date
KOOLGLIDE	U.S. Federal	Registered	78480739 Sept. 9 2004	3115175 July 11, 2006
KOOLGLIDE	U.S. Federal	Registered	78480809 Sept. 9, 2004	3027847 Dec 13, 2005
SINCH TECHNOLOGY	U.S. Federal	Registered	78374444 Feb 26, 2004	2930843 Mar 8, 2005
THE SIMPLE SOLUTION IN FASTENING	U.S. Federal	Registered	78374446 Feb 26, 2004	2930844 Mar 8, 2005
THE SIMPLE SOLUTION IN FASTENING	Canada	Registered	122878700	TMA661360
SINCH TECHNOLOGY	Canada	Registered	122878800	TMA661200