

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
AB Dolly, LLC		02/28/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Brett Fischer		
Street Address:	5750 S. 32nd St.		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85040		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85121809	AB DOLLY	
CORRESPONDENCE DATA			
Fax Number:	(202)408-4400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2024084000		
Email:	docketing@finnegan.com		
Correspondent Name:	Margaret A. Esquenet		
Address Line 1:	901 New York Avenue, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001		
ATTORNEY DOCKET NUMBER:	05878.0714		
NAME OF SUBMITTER:	Margaret A. Esquenet		
Signature:	/Margaret A. Esquenet/		
Date:	02/28/2011		

OP \$40.00 85121809

Total Attachments: 2

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ASSIGNMENT

AB Dolly, LLC, a Delaware Limited Liability Company with its principal place of business at 1230 American Boulevard, West Chester, PA 19380 ("Assignor"), is the owner of the mark identified in Exhibit A and of the U.S. trademark application therefor ("the Trademark").

Brett Fischer, a U.S. citizen with its principal place of business at 5750 S. 32nd St., Phoenix, AZ 85040 ("Assignee"), wishes to acquire the Trademark.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Trademark, together with the goodwill of the business associated with the Trademark, and the right to sue and recover for past infringements, dilution, and other violations.

The Commissioner is requested to issue the certificate of registration to Assignee.

AB Dolly, LLC

By: *James McFadden*
Name: *James McFadden*
Title: *President & CEO*
Date: *Feb. 28, 2011*

EXHIBIT A

MARK

AB DOLLY & Design

SERIAL NO.

85/121,809

FILING DATE

September 2, 2010