

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
Bedrock Manufacturing Company, LP		05/19/2011	LIMITED PARTNERSHIP: TEXAS

RECEIVING PARTY DATA

Name:	Bedrock Brands, LP
Composed Of:	COMPOSED OF Bedrock Brands GP, LLC, a Texas limited liability company, its general partner
Street Address:	301 N. Crowdus
Internal Address:	Suite 200
City:	Dallas
State/Country:	TEXAS
Postal Code:	75226
Entity Type:	LIMITED PARTNERSHIP: TEXAS

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Serial Number:	85036916	GRISWALD
Serial Number:	85018771	SHINOLA
Serial Number:	85975094	SHINOLA
Serial Number:	85251888	SHINOLA
Serial Number:	85300960	SHINOLA

CORRESPONDENCE DATA

Fax Number: (214)206-4330
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 214-206-4300
 Email: molly@richardlawgroup.com
 Correspondent Name: Molly Buck Richard
 Address Line 1: 8411 Preston Road

OP \$140.00 85036916

Address Line 2: Suite 890
Address Line 4: Dallas, TEXAS 75225

ATTORNEY DOCKET NUMBER:	BEDR-0004
NAME OF SUBMITTER:	Molly Buck Richard
Signature:	/Molly Buck Richard/
Date:	05/19/2011

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, Bedrock Manufacturing Company, LP, a Texas limited partnership whose general partner is Bedrock Resources, LLC, a Texas limited liability company, having a mailing address of 301 N. Crowdus, Suite 200, Dallas, TX 75226 (hereinafter referred to as "Assignors") is the owner of the trademark applications listed on Exhibit A attached hereto (hereinafter "the Marks");

WHEREAS, Bedrock Brands, LP, a Texas limited partnership whose general partner is Bedrock Brands GP, LLC, a Texas limited liability company, having a mailing address of 301 N. Crowdus, Suite 200, Dallas, TX 75226 (hereinafter referred to as "Assignee") is the successor to the portion of the business to which the Marks pertain and desires to acquire Assignors' rights in the Marks, including the applications for registration listed on Exhibit A.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor hereby assigns to Assignee all right, title, and interest in and to the Marks and the trademark applications on Exhibit A, together with the goodwill of the business symbolized by the Marks effective the 16th day of May, 2011.

Signed this 19th day of May, 2011.

BEDROCK MANUFACTURING COMPANY, LP

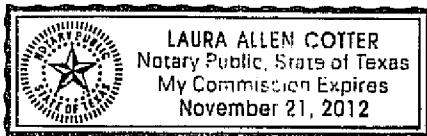
By: *Lynda Zimmerman*
Lynda Zimmerman,
Manager of Bedrock Resources, LLC,
General Partner of Bedrock
Manufacturing Company, LP

THE STATE OF TEXAS §

COUNTY OF DALLAS §

BEFORE ME, on this day personally appeared Lynda Zimmerman, known to me to be the person signing above and acknowledged to me that she executed the same for the purposes and consideration therein expressed.

Subscribed to and sworn to before me this 19th day of May, 2011.



LAC
Notary Public in and for the State
of Texas

Printed Name: LAURA ALLEN COTTER
My Commission Expires: 11-21-2012

EXHIBIT A

<u>TRADEMARK</u>	<u>SERIAL NO.</u>
GRISWALD	85/036,916
SHINOLA	85/018,771
SHINOLA	85/975,094
SHINOLA	85/251,888
SHINOLA	85/300,960