

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
Westrim, Inc.		06/07/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	DCWV Acquisition Corporation
Street Address:	751 South 170 East
City:	Provo
State/Country:	UTAH
Postal Code:	84601
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Registration Number:	2987837	CREATIVITY INC.
Registration Number:	3039005	BLUE MOON BEADS
Registration Number:	3059867	BLUE MOON BEADS
Registration Number:	3121268	BEAD IN STYLE
Registration Number:	3171161	CREATIVITY INC.
Registration Number:	3209216	BEAD IN STYLE
Registration Number:	3222145	BLUE MOON BEADS SHOP
Registration Number:	3321813	COLOR COORDINATES - RAINBOW OF CHOICES, DESIGNS CREATED TO INSPIRE!
Registration Number:	3463428	NATURAL ELEGANCE
Registration Number:	3465183	BEAD BOUTIQUE
Registration Number:	3585409	BLUE MOON
Registration Number:	3614310	BLUE MOON B E A D S
Registration Number:	3649293	ONCE IN A BLUE MOON
Registration Number:	3506816	BEAD SHOP

TRADEMARK

CORRESPONDENCE DATA

Fax Number: (858)458-3005
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 8584583000
Email: prosecutiondocketing@paulhastings.com
Correspondent Name: Ryan M. Enchelmayer
Address Line 1: P.O. Box 919092
Address Line 4: San Diego, CALIFORNIA 92191

ATTORNEY DOCKET NUMBER:	77635.00003
NAME OF SUBMITTER:	Ryan M. Enchelmayer
Signature:	/Ryan M. Enchelmayer/
Date:	06/08/2011

Total Attachments: 6
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TRADEMARK ASSIGNMENT

WHEREAS, Blue Moon Beads Acquisition Corp., a Delaware corporation ("Blue Moon"), and Westrim, Inc., a Delaware corporation ("Assignor"), entered into that certain Asset Sale and Purchase Agreement, dated as of May 2, 2011 (as amended from time to time, the "Purchase Agreement");

WHEREAS, Blue Moon assigned all of its rights under the Purchase Agreement to DCWV Acquisition Corporation, a Delaware corporation ("Assignee"), pursuant to that certain Assignment and Assumption of Asset Sale and Purchase Agreement, dated as of June 7, 2011, upon which assignment Assignee became the "Purchaser" under the Purchase Agreement;

WHEREAS, Assignor, pursuant to the Purchase Agreement, has agreed to sell and assign to Assignee, its successors, assigns, nominees, or other legal representatives, the entire right, title, interest and goodwill in and to all of its trademarks, either registered, pending or at common law, including, without limitation, the trademarks identified on Exhibit A attached hereto (collectively, the "Trademarks"); and

WHEREAS, in order to effectuate Assignor's assignment to Assignee of its entire rights, title and interests in and to the Trademarks, Assignor is executing this instrument of assignment.

FOR GOOD AND VALUABLE CONSIDERATION, the sufficiency and receipt of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, Assignor's entire worldwide right, title and interest in and to, including any and all common law rights thereto, as well as the goodwill of the business symbolized by, the Trademarks.

Together with Assignor's worldwide right, title and interest in and to each of the Trademarks, as well as the goodwill of the business associated with said Trademarks being assigned to Assignee, are the rights to police, monitor and enforce said Trademarks against any and all past, current and future infringements (including, without limitation, the right to sue for and collect damages caused by any such infringement) which may have occurred at any time in the unlimited past, up to the date of this present Trademark Assignment, together with any and all further privileges in the United States and throughout the world to establish use, ownership, and registration of the Trademarks.

Assignor hereby covenants and warrants that, with respect to each Trademark, it has the full right to convey its above-described right, title, interest and goodwill by this instrument, free of any encumbrances. Assignor further covenants and warrants that no other agreement has been or will be executed in conflict herewith.

Assignor agrees to perform all affirmative acts which may be necessary or desirable to record or perfect the above-described transfer of trademark rights, or to secure registration before the United States Patent and Trademark Office or any foreign trademark office, at Assignee's expense, as well as to cooperate with Assignee in obtaining and/or providing information required in any proceedings relating to the Trademarks, again at Assignee's expense.

Assignor further authorizes the Commissioner of Patents and Trademarks of the United States, and the appropriate official in any other country, to issue any and all trademark

registrations, amended registrations and renewals that may be granted upon any application or petition for same, to Assignee, and Assignee's successors and assigns.

Assignor hereby grants to the designated attorneys of Assignee, the authority and power to insert on this instrument, any further identification which may be necessary or desirable for purposes of recordation by the United States Patent and Trademark Office or the Trademark Office of any other country throughout the world.

This Trademark Assignment constitutes the entire agreement and supersedes all prior agreements between the parties pertaining solely to the transfer of the Trademarks, and shall be deemed binding upon the parties, their heirs, legal representatives and successors.

This Trademark Assignment may be executed in one or more counterparts (including by means of facsimile), each of which when executed shall be deemed to be an original, but all of which together shall constitute one and the same instrument. This Trademark Assignment shall be governed by and construed in accordance with the laws of the State of Delaware.

* * * * *

In WITNESS WHEREOF, the parties hereto have caused this instrument to be executed on this 7th day of JUNE 2011.

ASSIGNOR:

WESTRIM, INC.

By: Christopher McLain
Name: Christopher McLain
Title: Senior Vice President

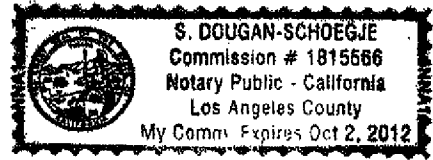
NOTARIAL CERTIFICATE

State of: Calif)
County of: Los Angeles) SS.

Subscribed and sworn to before me this 7th day of June, 2011

Notary Public: S. Dougan Schoegje
(signature)

My commission expires: 10-2-2012



ASSIGNEE:

DCWV ACQUISITION CORPORATION

By: _____
Name: _____
Title: _____

NOTARIAL CERTIFICATE

State of: _____)
County of: _____) SS.

Subscribed and sworn to before me this _____ day of _____, 2007.

Notary Public: _____
(signature)

My commission expires: _____

[Signature Page to Trademark Assignment]

In WITNESS WHEREOF, the parties hereto have caused this instrument to be executed on this 7^m day of June 2011.

ASSIGNOR:

WESTRIM, INC.

By: _____
Name: _____
Title: _____

NOTARIAL CERTIFICATE

State of: _____)
County of: _____) SS.

Subscribed and sworn to before me this _____ day of _____, 20__.

Notary Public: _____
(signature)

My commission expires: _____

ASSIGNEE:

DCWV ACQUISITION CORPORATION

By: [Signature]
Name: MICHAEL R. HILL
Title: PRESIDENT

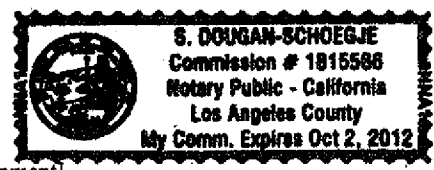
NOTARIAL CERTIFICATE

State of: CALIF)
County of: Los Angeles) SS.

Subscribed and sworn to before me this 7th day of June 2007-2011

Notary Public: [Signature]
(signature)

My commission expires: 10-2-2012



[Signature Page to Trademark Assignment]

EXHIBIT A

MARK	REGISTRATION NO.	REGISTRATION DATE	COUNTRY	STATUS
CREATIVITY, INC.	2,987,837	August 23, 2005	USA	Registered
BLUE MOON BEADS/Moon Logo	3,039,005	January 10, 2006	USA	Registered
BLUE MOON BEADS	3,059,867	February 21, 2006	USA	Registered
BEAD IN STYLE	3,121,268	July 25, 2006	USA	Registered
CREATIVITY INC.	3,171,161	November 14, 2006	USA	Registered
BEAD IN STYLE	3,209,216	February 13, 2007	USA	Registered
BLUE MOON BEADS SHOP	3,222,145	March 27, 2007	USA	Registered
COLOR COORDINATES – RAINBOW OF CHOICES CREATED TO INSPIRE!	3,321,813	October 23, 2007	USA	Registered
NATURAL ELEGANCE	3,463,428	July 8, 2008	USA	Registered
BEAD BOUTIQUE	3,465,183	July 15, 2008	USA	Registered
BEAD SHOP	3,506,816	September 23, 2008	USA	Registered
BLUE MOON	3,585,409	March 10, 2009	USA	Registered
BLUE MOON BEADS/Moon Character Logo	3,614,310	May 5, 2009	USA	Registered
ONCE IN A BLUE MOON	3,649,293	July 7, 2009	USA	Registered
BLUE MOON	1,071,081	August 19, 2005	Australia	Registered
CREATIVITY INC.	630,453	January 18, 2005	Canada	Registered

BRINGING CREATIVE PEOPLE AND PRODUCTS TOGETHER	630,671	January 20, 2005	Canada	Registered
BLUE MOON BEADS	717,891	July 4, 2008	Canada	Registered
CREATIVITY INC.	3,373,149	July 21, 2005	CTM	Registered
BLUE MOON	734,500	August 22, 2005	New Zealand	Registered