

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|------------------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---------------------|----------|----------------|-----------------------|
| Midwest - CBK, Inc. | | 05/27/2011 | CORPORATION: NEW YORK |

RECEIVING PARTY DATA

| | |
|------------------------|-------------------------------|
| Name: | MVP Group International, Inc. |
| Street Address: | 1031 Le Grand Blvd. |
| City: | Charleston |
| State/Country: | SOUTH CAROLINA |
| Postal Code: | 29492 |
| Entity Type: | CORPORATION: KENTUCKY |

PROPERTY NUMBERS Total: 39

| Property Type | Number | Word Mark |
|----------------|----------|-------------------------------|
| Serial Number: | 73305324 | C |
| Serial Number: | 78542617 | CCCC |
| Serial Number: | 77266336 | ACCENTS TO BRIGHTEN YOUR HOME |
| Serial Number: | 78323421 | BLOOMIN' ESSENCE |
| Serial Number: | 76385750 | CBK |
| Serial Number: | 75721793 | COLONIAL AT HOME |
| Serial Number: | 75805718 | COLONIAL AT HOME |
| Serial Number: | 78089584 | COLONIAL CANDLE |
| Serial Number: | 78846495 | COLONIAL CANDLE |
| Serial Number: | 78424724 | COLONIAL CANDLE OF CAPE COD |
| Serial Number: | 75704045 | CORDLESS |
| Serial Number: | 77266338 | DELIGHT |
| Serial Number: | 76354131 | EXQUISITE HOME DECOR |
| Serial Number: | 78425135 | EXQUISITE HOME FRAGRANCES |

OP \$990.00 73305324

| | | |
|----------------|----------|-------------------------------------|
| Serial Number: | 78315223 | FINE WHITE ZINFANDEL |
| Serial Number: | 76169349 | HARVEST BOUNTY |
| Serial Number: | 78320730 | HOLIDAY SPARKLE |
| Serial Number: | 76429978 | INSPIRING TRADITIONS |
| Serial Number: | 78720393 | METAL ARTS |
| Serial Number: | 78426810 | ON TREND & STYLE |
| Serial Number: | 78720405 | PINNACLE LAMPS |
| Serial Number: | 76437939 | PURE DELIGHT |
| Serial Number: | 77472218 | RE:VIVE |
| Serial Number: | 76268747 | SAGAMORE HILL |
| Serial Number: | 78160450 | SCF |
| Serial Number: | 76408658 | SEASONS OF CANNON FALLS |
| Serial Number: | 76419705 | SEASONS OF CANNON FALLS |
| Serial Number: | 78766687 | SERENITY BY SEASONS OF CANNON FALLS |
| Serial Number: | 76196752 | SIMMER SNAPS |
| Serial Number: | 76354129 | SPA ESSENTIALS |
| Serial Number: | 76259936 | THE ORIGINAL S'MORES |
| Serial Number: | 76259937 | THE ORIGINAL S'MORES |
| Serial Number: | 78431817 | VANILLA + BRANDY |
| Serial Number: | 78398385 | VANILLA+ CASHMERE |
| Serial Number: | 78398390 | VANILLA + DAISY |
| Serial Number: | 78398399 | VANILLA + LATTE |
| Serial Number: | 78398408 | VANILLA + MINTLEAF |
| Serial Number: | 78398411 | VANILLA + PASSIONFRUIT |
| Serial Number: | 78398413 | VANILLA + PEARL |

CORRESPONDENCE DATA

Fax Number: (858)635-9686
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 858-635-2142
Email: jpbroder@san.rr.com
Correspondent Name: James P. Broder
Address Line 1: 9915 Mira Mesa Blvd.
Address Line 2: Ste. 300
Address Line 4: San Diego, CALIFORNIA 92131

ATTORNEY DOCKET NUMBER: 30066.100

NAME OF SUBMITTER:

TRADEMARK
REEL: 004570 FRAME: 0327

| | |
|--|-------------------|
| | James P. Broder |
| Signature: | /James P. Broder/ |
| Date: | 06/27/2011 |
| Total Attachments: 5 source=Blyth - MVP - IP - Trademark Assignment (Domestic)_1#page1.tif source=Blyth - MVP - IP - Trademark Assignment (Domestic)_1#page2.tif source=Blyth - MVP - IP - Trademark Assignment (Domestic)_1#page3.tif source=Blyth - MVP - IP - Trademark Assignment (Domestic)_1#page4.tif source=Blyth - MVP - IP - Trademark Assignment (Domestic)_1#page5.tif | |

TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** (this "Assignment") dated as of May 27, 2011 (the "Effective Date") is by and between Midwest - CBK, Inc., a New York corporation (f/k/a Candle Corporation of America) ("Assignor"), and MVP Group International, Inc., a Kentucky corporation ("Assignee").

WHEREAS, Assignor is the owner of the Trademark Registrations listed on Schedule 1 attached hereto (the "Trademarks"), and

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to Trademarks from Assignor pursuant to this Assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties hereby agree as follows:

1. Assignment. Assignor hereby assigns to Assignee, and Assignee hereby accepts, all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use and/or ownership of the Trademarks.

2. Purchase Agreement. Nothing contained herein is intended to modify, amend or alter in any respect the rights and obligations of the parties under that certain Asset Purchase Agreement between Assignor and Assignee dated as of April 4, 2011, which will remain in full force and effect notwithstanding the execution and delivery of this Assignment.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties hereto have executed this Assignment on the day and year written below to be effective as of the Effective Date.

Signed _____
For and on behalf of _____
MIDWEST - CBK, INC.
(Assignor) (Name: Michael Novins
(Title: Vice President, General Counsel
and Secretary
(Date:

Signed _____
For and on behalf of _____
MVP GROUP INTERNATIONAL, INC.
(Assignee) (Name: Jud Woody
(Title: Executive Vice President and
General Counsel
(Date:

State of _____

County of _____

On _____ before me, _____, the undersigned Notary Public, personally appeared Michael Novins, on behalf of MIDWEST - CBK, INC. (Assignor), being personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument. Witness my hand and seal.

Notary Public

Domestic Trademark Assignment

**SCHEDULE 1
TO THE
TRADEMARK ASSIGNMENT**

- U.S. Trademark Registration No. 1,189,069; Registered on February 9, 1982.
- U.S. Trademark Registration No. 2,401,607; Registered on November 7, 2000.
- U.S. Trademark Registration No. 2,439,401; Registered on March 27, 2001.
- U.S. Trademark Registration No. 2,502,818; Registered on October 30, 2001.
- U.S. Trademark Registration No. 2,555,774; Registered on April 2, 2002.
- U.S. Trademark Registration No. 2,618,866; Registered on September 10, 2002.
- U.S. Trademark Registration No. 2,624,182; Registered on September 24, 2002.
- U.S. Trademark Registration No. 2,692,807; Registered on March 4, 2003.
- U.S. Trademark Registration No. 2,858,472; Registered on June 29, 2004.
- U.S. Trademark Registration No. 2,858,497; Registered on June 29, 2004.
- U.S. Trademark Registration No. 2,870,011; Registered on August 3, 2004.
- U.S. Trademark Registration No. 2,872,310; Registered on August 10, 2004.
- U.S. Trademark Registration No. 2,921,033; Registered on January 25, 2005.
- U.S. Trademark Registration No. 2,940,422; Registered on April 12, 2005.
- U.S. Trademark Registration No. 2,974,923; Registered on July 19, 2005.
- U.S. Trademark Registration No. 2,976,825; Registered on July 26, 2005.
- U.S. Trademark Registration No. 2,980,293; Registered on July 26, 2005.
- U.S. Trademark Registration No. 2,997,540; Registered on September 20, 2005.
- U.S. Trademark Registration No. 3,006,187; Registered on October 11, 2005.
- U.S. Trademark Registration No. 3,014,243; Registered on November 8, 2005.
- U.S. Trademark Registration No. 3,015,109; Registered on November 15, 2005.
- U.S. Trademark Registration No. 3,017,489; Registered on November 22, 2005.
- U.S. Trademark Registration No. 3,021,645; Registered on November 29, 2005.
- U.S. Trademark Registration No. 3,022,963; Registered on December 6, 2005.
- U.S. Trademark Registration No. 3,024,859; Registered on December 6, 2005.

U.S. Trademark Registration No. 3,026,543; Registered on December 13, 2005.
U.S. Trademark Registration No. 3,042,953; Registered on January 10, 2006.
U.S. Trademark Registration No. 3,058,309; Registered on February 7, 2006.
U.S. Trademark Registration No. 3,080,419; Registered on April 11, 2006.
U.S. Trademark Registration No. 3,097,384; Registered on May 30, 2006.
U.S. Trademark Registration No. 3,103,381; Registered on June 13, 2006.
U.S. Trademark Registration No. 3,104,565; Registered on June 13, 2006.
U.S. Trademark Registration No. 3,178,774; Registered on November 28, 2006.
U.S. Trademark Registration No. 3,208,295; Registered on February 13, 2007.
U.S. Trademark Registration No. 3,260,153; Registered on July 10, 2007.
U.S. Trademark Registration No. 3,306,689; Registered on October 9, 2007.
U.S. Trademark Registration No. 3,558,487; Registered on January 6, 2009.
U.S. Trademark Registration No. 3,620,084; Registered on May 12, 2009.
U.S. Trademark Registration No. 3,778,748; Registered on April 20, 2010.