

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
Bealls Coastal Home, Inc.		07/01/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	BDSRCO, Inc.		
Street Address:	300 Delaware Ave.		
Internal Address:	9th Floor		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3036588	COASTAL HOME	
CORRESPONDENCE DATA			
Fax Number:	(615)687-6993		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6152386304		
Email:	trademarks@bonelaw.com		
Correspondent Name:	Paul W. Kruse		
Address Line 1:	511 Union Street		
Address Line 2:	Suite 1600		
Address Line 4:	Nashville, TENNESSEE 37219		
ATTORNEY DOCKET NUMBER:	112611-60801		
NAME OF SUBMITTER:	Paul W. Kruse		
Signature:	/Paul W. Kruse/		

OP \$40.00 3036588

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TRADEMARK
REEL: 004575 FRAME: 0470

Date:

07/05/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT made as of July 1, 2011 by and among Beall's Coastal Home, Inc. with an address at 1806 38th Avenue East, Bradenton, Florida 34208 (the "Assignor") and BDSRCO, Inc. with an address at 9th Floor 300 Delaware Ave., Wilmington, Delaware 19801 (the "Assignee"). Assignee is a Corporation of Delaware.

Assignor owns all right, title and interest to certain trademark(s), the applications and/or registrations for which are set forth in SCHEDULE A (collectively, the "Trademark(s)"). Assignor wishes to assign all right, title and interest to the Trademark(s) to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns and legal representatives, the entire, full and exclusive right, title and interest in and to the Trademark(s), together with the good will of the business symbolized by the Trademark(s) and any applications and/or registrations therefor, and the right (but not the obligation) to assert the Trademark(s) and to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

If any of the Trademark(s) are the subject of an application based on Assignor's bona fide intent to use the Trademark(s) in commerce, Assignor hereby represents that Assignee is the successor to the portion of Assignor's ongoing and existing business to which the application and the Trademark(s) pertain.

Beall's Coastal Home, Inc.

By: Michael Maddaloni

Name: Michael Maddaloni

Title: Asst. Sec. / Treas.

BDSRCO, Inc.

By: Michael Maddaloni

Name: Michael Maddaloni

Title: President

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SCHEDULE A

Mark(s)

COASTAL HOME

Reg. No. 3036588

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