

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
New Windsor Brands LLC		08/04/2011	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	1177216 Ontario Ltd.		
<b>Street Address:</b>	2535 Gerrard Street East		
<b>City:</b>	Toronto, Ontario		
<b>State/Country:</b>	CANADA		
<b>Postal Code:</b>	M1N 1W9		
<b>Entity Type:</b>	CORPORATION: CANADA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2226528	DAILY DEFENSE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(248)645-1568		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(248) 645-1483		
<b>Email:</b>	ipdocket@h2law.com		
<b>Correspondent Name:</b>	Howard & Howard Attorneys PLLC		
<b>Address Line 1:</b>	450 West Fourth Street		
<b>Address Line 4:</b>	Royal Oak, MICHIGAN 48067-2557		
<b>ATTORNEY DOCKET NUMBER:</b>	107231.00003		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Melanie T. Frazier		
<b>Address Line 1:</b>	450 West Fourth Street		
<b>Address Line 4:</b>	Royal Oak, MICHIGAN 48067-2557		

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NAME OF SUBMITTER:	Melanie T. Frazier
Signature:	/Melanie T. Frazier/
Date:	08/09/2011
Total Attachments: 2 source=Executed Trademark Assignment 08-04-2011#page1.tif source=Executed Trademark Assignment 08-04-2011#page2.tif	

**TRADEMARK ASSIGNMENT**

**WHEREAS,** NEW WINDSOR BRANDS LLC, a Delaware corporation, with its principal place of business at 465 Princeton, Junction, New Jersey 08550 USA (“Assignor”), was, as of August 4, 2011, the sole owner of all right, title and interest in and to and all of the goodwill associated with the trademarks, service marks, trade names, trade dress, logos and business and product names set forth in Exhibit A hereto (the “Trademarks”);

**WHEREAS,** 1177216 ONTARIO LTD., with its principal place of business at 2535 Gerrard Street East, Toronto, Ontario M1N 1W9 Canada (“Assignee”), is acquiring all right, title, and interest in and to the Trademarks and all of the goodwill associated with the Trademarks;

**NOW, THEREFORE,** for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers and sets over, and confirms the assignment and transfer, effective as of August 4, 2011 unto the Assignee the entire rights, titles and interests in and to the Trademarks, together with that part of the goodwill of the business connected with and symbolized by the Trademarks and the registration thereof, and the right to sue and recover damages and profits due or accrued arising out of or in connection with any and all past, present or future infringements or dilution of or damage or injury to the Trademarks or the registration thereof or such associated goodwill.

**ASSIGNOR FURTHER AGREES** that, when requested, without charge to but at the expense of the Assignee, to carry out in good faith the intent and purpose of this Trademark Assignment and to execute and have executed all rightful papers and to perform all acts as deemed reasonably necessary to perfect in the Assignee the foregoing rights, title and interest.

**IN WITNESS WHEREOF,** Assignor has caused this instrument to be executed this 4<sup>th</sup> day of August, 2011.

ASSIGNOR:

NEW WINDSOR BRANDS LLC

By: *Clayton S. Jones*  
Its: *PRESIDENT*

**EXHIBIT A**

<b>TRADEMARK</b>	<b>COUNTRY</b>	<b>REGISTRATION DATE</b>	<b>REGISTRATION NO.</b>
DAILY DEFENSE	USA	February 23, 1999	2226528
DAILY DEFENSE & DESIGN	CANADA	November 23, 2000	TMA537576
DAILY DEFENSE	CANADA	November 23, 2000	TMA537647
DEFENSE QUOTIDIENNE	CANADA	November 23, 2000	TMA537575