

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
KEEN DISTRIBUTION, LLC		08/04/2011	LIMITED LIABILITY COMPANY: ARIZONA
RECEIVING PARTY DATA			
Name:	BKD ACQUISITION, INC.		
Street Address:	1111 W. 22nd St.		
Internal Address:	Suite 320		
City:	OakBrook		
State/Country:	ILLINOIS		
Postal Code:	60523		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85277471	KEEN	
CORRESPONDENCE DATA			
Fax Number:	(414)298-8097		
Phone:	4142981000		
Email:	tadmin@reinhardt.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Michele Dietz		
Address Line 1:	1000 North Water Street		
Address Line 2:	Suite 1800		
Address Line 4:	Milwaukee, WISCONSIN 53202		
NAME OF SUBMITTER:	Michele Dietz		
Signature:	/MLD/		

CH \$40.00 85277471

Date:

09/23/2011

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made as of August 4, 2011 (the "Effective Date") between KEEN DISTRIBUTION, LLC, an Arizona limited liability company ("Assignor"), and BKD ACQUISITION, INC., a Delaware corporation ("Assignee").

RECITALS

A. Pursuant to an Asset Purchase Agreement dated as of the date hereof (the "Asset Purchase Agreement"), by and between Assignor and Assignee and certain other parties, Assignee has agreed to purchase certain assets of Assignor, including the Assigned Trademark (as defined below).

B. Assignor is the owner of the Assigned Trademark.

C. Assignor desires by execution of this Assignment to confirm the assignment of all of Assignor's rights, title and interest in and to the Assigned Trademark to Assignee, and Assignee desires by execution of this Assignment to confirm the assignment of all of Assignor's rights, title, and interest in and to the Assigned Trademark to Assignee.

AGREEMENT

For valuable consideration, including that recited in the Asset Purchase Agreement, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns the Assigned Trademark as follows:

1. Definition of the Assigned Trademark. The term "Assigned Trademark" shall mean the trademark application listed in Appendix A attached hereto, as well as: (a) all common law rights therein; (b) all goodwill associated therewith; (c) all renewals thereof; and (d) all rights of action, powers and benefits accrued thereto, including the right to sue for and/or initiate any proceeding to collect damages and payments for past or future infringements thereof.

2. Assignment of the Assigned Trademark. Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns all of Assignor's right and title to and interest in the Assigned Trademark.

3. Further Assurances. Assignor agrees to take all reasonable and necessary steps to implement the provisions of the Assignment. Assignor shall provide Assignee, its successors, and assigns, or their legal representatives, cooperation and assistance at Assignee's reasonable request (including the execution and delivery of any and all affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documentation) as may be reasonably required in the implementation or perfection of this Assignment.

4. Governing Law. This Assignment shall be governed by the laws of the state of Delaware and the federal trademark laws of the United States without giving effect to any rule or provision thereof which would cause the application of the law of any other state.

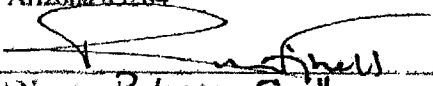
5. Facsimile Signature; Counterparts. This Assignment may be executed by facsimile delivery or other electronic means (i.e., PDF) of original signatures and in counterparts, each of which shall be considered one and the same agreement, and shall become effective when such counterparts have been signed by each party and delivered to the other party.

IN WITNESS WHEREOF, this Assignment has been duly executed by the parties as of the date first written above.

ASSIGNOR:

KEEN DISTRIBUTION, LLC
1241 W. Warner Road, Suite 101
Tempe, Arizona 85284

BY


Print Name Rebecca Finell
Title CEO
Date 8.3.11

ASSIGNEE:

BKD ACQUISITION, INC.
1111 W. 22nd St., Suite 320
Oak Brook, IL 60523

BY

Print Name _____
Title _____
Date _____

5. Facsimile Signature; Counterparts. This Assignment may be executed by facsimile delivery or other electronic means (i.e., PDF) of original signatures and in counterparts, each of which shall be considered one and the same agreement, and shall become effective when such counterparts have been signed by each party and delivered to the other party.

IN WITNESS WHEREOF, this Assignment has been duly executed by the parties as of the date first written above.


ASSIGNOR:

BOON, INC.
1241 W. Warner Road, Suite 101
Tempe, Arizona 85284

BY _____
Print Name _____
Title _____
Date _____

ASSIGNEE:

BKD ACQUISITION, INC.
1111 W. 22nd St., Suite 320
Oak Brook, IL 60523

BY  _____
Print Name Curtis Stoelting
Title CEO
Date 8.4.11

APPENDIX A

ASSIGNED TRADEMARK

U.S. Trademark	Filing Date	App No.
KEEN	March 25, 2011	85277471