

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
Citizen & Company		09/27/2011	LIMITED LIABILITY COMPANY: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Persistent Brands LLC		
Street Address:	1315 Walnut Street		
Internal Address:	Suite 1105		
City:	Philadelphia		
State/Country:	PENNSYLVANIA		
Postal Code:	19107		
Entity Type:	LIMITED LIABILITY COMPANY: PENNSYLVANIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3835867	GLACIER CREME	
Registration Number:	3839194	NAKED PROTECTION	
Serial Number:	85125456	GLACIER	
Serial Number:	85236512	GLACIER TROPICAL	
CORRESPONDENCE DATA			
Fax Number:	(215)701-2171		
Phone:	2156652771		
Email:	sschwartz@cozen.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:	Scott Bradley Schwartz		
Address Line 1:	1900 Market Street		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	275291		

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REEL: 004631 FRAME: 0618

NAME OF SUBMITTER:	Scott Bradley Schwartz
Signature:	/Scott B Schwartz/
Date:	09/28/2011
Total Attachments: 2 source=Citizen__Company_Trademark_Assignment##page1.tif source=Citizen__Company_Trademark_Assignment##page2.tif	

TRADEMARK ASSIGNMENT


WHEREAS, Citizen & Company, a Pennsylvania limited liability company, with a business address of Suite 1105, 1315 Walnut Street, Philadelphia, Pennsylvania 19107 (“Assignor”) is the owner of the trademarks identified in Exhibit A and the associated trademark applications and/or registrations therefor (together the “Marks”), and

WHEREAS, Persistent Brands LLC, a Pennsylvania limited liability company, with a place of business at Suite 1105, 1315 Walnut Street, Philadelphia, Pennsylvania 19107 (“Assignee”), is desirous of acquiring the Marks, that portion of the business associated therewith, all of the good will associated with the Marks, and any and all applications and registrations therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Marks, all choses in action (including the right to bring suit for past infringement of the Marks), together with the good will of the business symbolized by the Marks, that portion of the business associated with the Marks, and any applications and registrations therefor.

CITIZEN & COMPANY

Date: 9/27/11

By: 
Name: Aaron Z. Cohen
Title: Member

PERSISTENT BRANDS LLC

Date 9/27/11


By: 
Name: Aaron Z. Cohen
Title: Member

Exhibit A

Application/Registration Number	Mark
3835867	GLACIER CREME
3839194	NAKED PROTECTION
85125456	GLACIER
85236512	GLACIER TROPICAL
N/A	glaciersuncare.com