

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
Troy Corporation		10/25/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Troy Technology Corporation, Inc.		
Street Address:	200 West Ninth Street Plaza		
Internal Address:	Suite 415		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1650450	BEE-HERE	
CORRESPONDENCE DATA			
Fax Number:	(212)294-4700		
Phone:	212 294 6700		
Email:	dbolden@winston.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:	Virginia R. Richard		
Address Line 1:	200 Park Avenue		
Address Line 2:	Winston & Strawn LLP		
Address Line 4:	New York, NEW YORK 10166		
ATTORNEY DOCKET NUMBER:	81189.1		
NAME OF SUBMITTER:	Virginia R. Richard		
Signature:	/W&S/		
Date:	10/25/2011		
Total Attachments: 1 source=BEE HERE assignment document#page1.tif			

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ASSIGNMENT

WHEREAS, Troy Corporation, a corporation duly organized under the laws of the State of Delaware having a place of business at 8 Vreeland Road, Florham Park, New Jersey 07932 (hereinafter referred to as "ASSIGNOR"), is the owner of a trademark registered in the United States of America under **Registration No. 1650450** (word mark **BEE-HERE**), of a common law trademark associated with the registered trademark, and of goodwill associated with a business symbolized by the registered trademark and the common law trademark; and

WHEREAS, Troy Technology Corporation, Inc., a corporation duly organized under the laws of the State of Delaware having a place of business at 200 West Ninth Street Plaza, Suite 415, Wilmington, Delaware 19801 (hereinafter referred to as "ASSIGNEE"), desires to acquire the entire right, title, and interest in and to the registered trademark, the common law trademark, and the goodwill;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR by these presents does hereby assign, sell, and transfer unto ASSIGNEE, its successors, legal representatives and assigns, the full and exclusive right to the registered trademark, the common law trademark, and the goodwill;

AND ASSIGNOR HEREBY warrants and covenants that it had full right to convey the entire interest herein assigned, has not executed and will not execute any instrument in conflict herewith, and will not adopt or use any variation of the registered trademark or the common law trademark that is likely to be confused with any of the registered trademark or the common law trademarks.

FOR: **Troy Corporation**

FOR: **Troy Technology Corporation, Inc.**

By: Robert D. Chance
Name: Robert D. Chance
Title: Vice President
Date: October 25, 2011

By: Ismael Colon
Name: Ismael Colon
Title: Vice President
Date: October 25, 2011

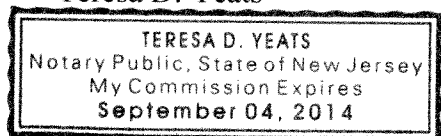
Witness: Judy Hunt
Name: Judy Hunt

Witness: Judy Hunt
Name: Judy Hunt

At Florham Park, New Jersey in the United States of America, on this 25th day of October, 2011, before me appeared Robert D. Chance who acknowledged that he voluntarily signed this instrument on behalf of Troy Corporation and Ismael Colon, who acknowledged that he voluntarily signed this instrument on behalf of Troy Technology Corporation, Inc.

Teresa D. Yeats
Teresa D. Yeats

Notary Public



Sworn to and subscribed
before me this
25th day of Oct 2011

