

## 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         |
| 3913554 Canada Inc.   |  | 07/15/2011     | CORPORATION: CANADA |
| RECEIVING PARTY DATA  |  |                |                     |
| Name:   | 3959015 Canada Inc.                          |                |                     |
| Street Address:   | 645 Wellington Street, suite 210A            |                |                     |
| City:   | Montreal, Quebec                             |                |                     |
| State/Country:  | CANADA                                       |                |                     |
| Postal Code:  | H3C1T2                                       |                |                     |
| Entity Type:  | CORPORATION: CANADA                          |                |                     |
| PROPERTY NUMBERS Total: 1   |  |                |                     |
| Property Type   | Number                                       | Word Mark      |                     |
| Registration Number:  | 3328408                                      | HOW IT'S MADE  |                     |
| CORRESPONDENCE DATA   |  |                |                     |
| Fax Number:   | (914)941-6091                                |                |                     |
| Phone:  | (914) 941-5668                               |                |                     |
| Email:  | jahrens@collenip.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:   | Jane F. Collen                               |                |                     |
| Address Line 1:   | 80 South Highland Avenue                     |                |                     |
| Address Line 2:   | The Holyoke-Manhattan Building               |                |                     |
| Address Line 4:   | Ossining, NEW YORK 10562                     |                |                     |
| ATTORNEY DOCKET NUMBER:   | F695   |                |                     |
| DOMESTIC REPRESENTATIVE   |  |                |                     |
| Name:   | Jess M. Collen/Jane F. Collen-COLLEN IP      |                |                     |
| Address Line 1:   | 80 South Highland Avenue                     |                |                     |

OP \$40.00 3328408

Address Line 2: The Holyoke-Manhattan Building  
Address Line 4: Ossining, NEW YORK 10562

|  |                  |
|--|------------------|
| NAME OF SUBMITTER:                                       | Jane F. Collen   |
| Signature:   | /Jane F. Collen/ |
| Date:  | 12/15/2011       |
| Total Attachments: 1<br>source=F695 ASSIGNMENT#page1.tif |                  |

## ASSIGNMENT OF A U.S. TRADEMARK

**3913554 Canada Inc.**, being the result of a merger on November 1<sup>st</sup>, 2009 between **174085 Canada Inc.** and other corporations, whose full post office address is 645 Wellington Street, suite 210A, Montreal, Quebec, H3C 1T2, in consideration of the sum of one dollar (\$1,00), the receipt and sufficiency of which is hereby acknowledged, hereby assigns, transfers and conveys to **3959015 Canada Inc.** whose full post office address is 645 Wellington Street, suite 210A, Montreal, Quebec, H3C 1T2 any and all of its rights, title and interest in and to the trademarks identified below and the goodwill attaching thereto, including all rights to sue for past, present and future infringements of the trademarks:


### -How It's Made – Reg. No. 3,328,408

This agreement is governed and shall be interpreted in accordance with the laws in force in the Province of Quebec. All claims relating thereto shall be brought before the Court of competent jurisdiction in the district of Montreal.


The parties have requested that this assignment be drafted in the English language. Les Parties reconnaissent avoir requis que cette convention soit rédigée en langue anglaise.

Montreal, July 15, 2011.

**3913554 Canada Inc.**

  
Per: **Jean-Marc St-Pierre**  
duly authorized as he so declares

**3959015 Canada Inc.**

  
Per: **Jean-Marc St-Pierre**  
duly authorized as he so declares