

## TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																										
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT																										
EFFECTIVE DATE:	08/09/2011																										
CONVEYING PARTY DATA																											
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CORRESPONDENCE DATA																											
Fax Number:	(816)421-5547																										
Phone:	816-474-6550																										
Email:	tdunkin@shb.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:	Clinton G. Newton, Shook, Hardy & Bacon																										
Address Line 1:	2555 Grand Blvd.																										
Address Line 4:	Kansas City, MISSOURI 64108																										
ATTORNEY DOCKET NUMBER:	LGPL.165366, 368 AND 370																										

NAME OF SUBMITTER:	Tammy Dunkin
Signature:	/Tammy Dunkin/
Date:	01/23/2012
Total Attachments: 2 source=PCI Trademarks Assignment#page1.tif source=PCI Trademarks Assignment#page2.tif	

**NUNC PRO TUNC ASSIGNMENT**

WHEREAS, Price and Company, Inc., a corporation organized under the laws of the state of Michigan, and heretofore having a place of business in 425 36th Street S.W., Wyoming, in the County of Kent, and State of Michigan (49548), hereinafter referred to as Assignor, is the owner of record of the following trademarks, United States Certificates of Trademark Registration therefore, and pending federal application:

GEOPRO, Reg. No. 1,690,592, issued June 2, 1992;

GEOPRO, Reg. No. 2,660,129, issued December 10, 2002; and

GEO VERDE, Application Serial No. 85/178,927, filed November 17, 2010; and

WHEREAS, Hanes Companies, Inc., a corporation organized under the laws of the State of North Carolina, whose address is No. 1 Leggett Road, Carthage, in the County of Jasper, and State of Missouri (64836), hereinafter referred to as Assignee, did acquire certain assets of Assignor, including the trademarks listed above, the United States Certificates of Trademark Registration therefore, the application thereof, a portion of the business of the Assignor, the portion acquired being the portion of Assignor's business to which the GEO VERDE mark that is the subject of the pending application pertains, and the business of the portion acquired is ongoing and existing, and the good will of the business of Assignor associated with said trademarks, by a sale effective August 9, 2011;

NOW, THEREFORE, for the good and valuable consideration previously transferred to Assignor, Assignor does now by these presents, nunc pro tunc, to be effective as of August 9, 2011, transfer, convey and assign to said Assignee the entire right, title and interest, throughout the world, in and to the said above-identified application and any registration issuing therefrom, in and to said trademarks and said Certificates of Registration, together with the good

will of the business associated therewith, including the right to recover for past infringement of said trademarks.

PRICE AND COMPANY, INC.

1.17.12  
(date)

By [Signature]  
Name: John T. Price  
Title: President

STATE OF North Carolina  
: ss.  
COUNTY OF Forsyth :

Before me personally appeared John Price, to me known to be the person described in, and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth, on the day and year aforesaid.

[Signature]  
Notary Public

SEAL

My Commission Expires:

Nov 1, 2014

