

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Arden Corporation		05/10/2011	CORPORATION: MICHIGAN

<b>RECEIVING PARTY DATA</b>	
Name:	Shen Manufacturing Company Incorporated
Street Address:	40 Portland Road
City:	West Conshohocken
State/Country:	PENNSYLVANIA
Postal Code:	19428
Entity Type:	CORPORATION: PENNSYLVANIA

<b>PROPERTY NUMBERS Total: 4</b>		
Property Type	Number	Word Mark
Registration Number:	3038809	CHEF'S LINE
Registration Number:	3231442	DURASERVE
Serial Number:	85235793	HEATZA
Serial Number:	85235802	HEATZA!

<b>CORRESPONDENCE DATA</b>	
Fax Number:	(610)935-0600
Phone:	610-935-2300
Email:	jackearley@hardingearley.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:	John F. A. Earley III
Address Line 1:	P.O. Box 750
Address Line 4:	Valley Forge, PENNSYLVANIA 19482-0750

NAME OF SUBMITTER:	John F. A. Earley III
Signature:	/John F. A. Earley III/

OP \$115.00 3038809

Date:

02/07/2012

Total Attachments: 2

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CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, on or about May 10, 2011, ARDEN CORPORATION, having an address at 30400 Telegraph Road, Bingham Farms, Michigan 48025, transferred the entire right, title, and interest in and to the trademarks listed in Schedule A attached hereto, together with the good will of the business in connection with which the marks were used, to SHEN MANUFACTURING COMPANY INCORPORATED a Pennsylvania corporation having an address at 40 Portland Road, West Conshohocken, Pennsylvania 19428;

WHEREAS, SHEN MANUFACTURING COMPANY INCORPORATED is desirous of having said transfer confirmed with respect to said trademarks and the good will associated therewith;

NOW, THEREFORE, for one dollar (\$1.00) and other good and valuable consideration, ARDEN CORPORATION, intending to be legally bound, hereby confirms unto SHEN MANUFACTURING COMPANY INCORPORATED, and hereby sells, assigns, and transfers and sets over unto SHEN MANUFACTURING COMPANY INCORPORATED as of May 10, 2011 the entire right, title and interest in and to the trademarks listed in Schedule A attached hereto, together with the good will of the business in connection which said marks were used, and together with the right to sue for and collect for all damages and profits arising from past infringement of said trademarks.

ARDEN CORPORATION

1/31/12  
DATE:

By: [Signature]

Name: JOHN F. CONNELL

Title: TREASURER

SHEN MANUFACTURING COMPANY INCORPORATION

2/7/12  
DATE

By: [Signature]

Name: ROBERT M. STEIDLE

Title: C.F.O.

Schedule A

Trademarks

Mark	Country	App. No.	File Date	Reg. No.	Reg. Date	Classes	Goods Description	Status
CHBP'S LINE	UNITED STATES	76/433,220	07/23/2002	3,038,809	01/10/2006	24, 25	24 - POTHOLDERS, TOWELS, AND OVEN MITTS	REGISTERED
							25 - APRONS AND CHEF'S HATS	
DURASERVE	UNITED STATES	78/704,070	08/31/2005	3,231,442	04/17/2007	025	Aprons	REGISTERED
HEATZA	CANADA	1514758	02/10/2011					PENDING
HEATZA	UNITED STATES	85/235,793	02/07/2011			21	21 -	PENDING
HEATZA & Design	CANADA	1514759	02/10/2011					PENDING
HEATZA & Design	UNITED STATES	85/235,802	02/07/2011			21	21 -	PENDING

