

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
David Gust		03/01/2012	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	High Five Products Inc.
Street Address:	320 West Ohio Street
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60654
Entity Type:	CORPORATION: ILLINOIS

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Registration Number:	2526703	A+
Registration Number:	2936240	ALOEFLX
Registration Number:	3680384	ALOESENSE
Registration Number:	4088098	APPLAUSE
Registration Number:	3584442	BLAZE
Registration Number:	3229326	COBALT
Registration Number:	4088102	E-GRIP
Serial Number:	85493229	HIGH FIVE
Serial Number:	85225828	HIGHFLEX
Registration Number:	3595964	INTEGRA
Registration Number:	3971065	MEGAPRO
Registration Number:	3327285	NEOGARD
Registration Number:	3553802	ONYX
Registration Number:	3500236	SENSATION

OP \$440.00 2526703

Registration Number:	3725933	SOFTWEAR
Serial Number:	85233464	SYNFLEX
Registration Number:	4088101	E-GRIP ENHANCED

CORRESPONDENCE DATA

Fax Number: (816)531-7545
Phone: (816) 460-2535
Email: stephen.huggins@snrdenton.com,anita.hansen@snrdenton.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Stephen J. Huggins
Address Line 1: SNR Denton US LLP
Address Line 2: P. O. Box 061080
Address Line 4: Chicago, ILLINOIS 60606-1080

ATTORNEY DOCKET NUMBER:	09111488-0002 (STH)
NAME OF SUBMITTER:	Stephen J. Huggins
Signature:	/stephen j huggins/
Date:	03/02/2012

Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS, dated as of March 1, 2012, is by and between David Gust, an individual located at 319 West Ontario Street, Chicago, Illinois 60610 ("Assignor"), and High Five Products Inc., an Illinois corporation having a place of business at 320 West Ohio Street, Chicago, IL 60654 ("Assignee").

BACKGROUND

- A. Assignor owns, has adopted, and either has used or has a bona fide intent to use certain registered and unregistered trademarks set forth on Exhibit A attached hereto (the "Trademarks").
- B. Assignor is the holder of ownership interests in Assignee.
- C. Assignor will receive substantial benefit from an upcoming sale of the assets of Assignee, which will include the Trademarks.

AGREEMENT

For good and valuable consideration, including without limitation benefits received pursuant to the upcoming sale of assets of Assignee and the payment of \$12,000,000, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign and transfer unto Assignee and its successors, assigns and legal representatives, Assignor's entire worldwide right, title and interest in and to the Trademarks together with that part of the goodwill of the business connected with the use of and symbolized by the Trademarks, and all claims for damages by reason of past infringement of the Trademarks with the right to sue for and collect damages, and in and to applications for foreign trademarks therefor in all countries, including all rights under any and all international conventions and treaties in respect of the Trademarks in foreign countries, and Assignor further authorizes Assignee to apply for foreign protection of the Trademarks in foreign countries directly in its own name, and to claim the priority of the filing date of the Trademarks of the United States of America under the provisions of any and all international conventions and treaties, to the extent applicable.

Assignor agrees that, when requested, it will, at Assignee's expense, sign all papers, take all rightful oaths, and do all reasonable acts that may be necessary, desirable or convenient for securing and maintaining the Trademarks in all countries and for vesting title thereto in Assignee, its successors, assigns and legal representatives or nominees.

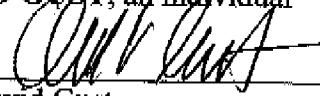
This Assignment of Trademarks shall extend to, inure to the benefit of, and be binding upon the parties and their respective partners, attorneys, agents, employees, representatives, affiliates, heirs, successors and assigns. Either party may assign its rights and obligations hereunder, in whole or in part, to any third party.

[Signature page follows]

IN WITNESS WHEREOF, the undersigned has caused this Assignment of Trademarks to be executed and delivered by its duly authorized representative as of the date above first written.

ASSIGNOR:

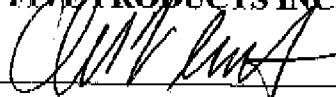
DAVID GUST, an individual

By: 
David Gust

Acknowledged and Accepted:

ASSIGNEE:

HIGH FIVE PRODUCTS INC.

By: 

Name: David Gust

Title: PRESIDENT

Exhibit A

TRADEMARK	JURISDICTIONS	SER.NO.	Filing Date	REG. NO.	Reg. Date	STATUS
A+	United States	75896132	1/13/2000	2526703	1/8/2002	Registered
ALOE/FLEX	United States	78365290	2/10/2004	2936240	3/29/2005	Registered
ALOESENSE	United States	77243294	7/31/2007	3680384	9/8/2009	Registered
APPLAUSE	United States	85390183	8/4/2011	4088098	1/17/2012	Registered
BLAZE	United States	77471761	5/12/2008	3584442	3/3/2009	Registered
COBALT (stylized letters)	United States	78810239	2/8/2006	3229326	4/17/2007	Registered
E-GRIP	United States	85392554	8/8/2011	4088102	1/17/2012	Registered
HIGH FIVE	United States	85493229	12/12/2011			Pending
HIGHFLEX	United States	85225828	1/25/2011			Allowed
INTEGRA	United States	77335432	11/21/2007	3595964	3/24/2009	Registered
MEGAPRO	United States	77690937	3/13/2009	3971065	5/31/2011	Registered
NEOGARD (stylized letters)	United States	78810191	2/8/2006	3327285	10/30/2007	Registered
ONYX	United States	77473397	5/13/2008	3553802	12/30/2008	Registered
SENSATION	United States	78893195	5/25/2006	3500236	9/9/2008	Registered
SOFTWEAR (Stylized)	United States	77093872	1/29/2007	3725933	12/15/2009	Registered
SYNFLEX	United States	85233464	2/3/2011			Allowed
E-GRIP ENHANCED	United States	85392371	8/8/2011	4088101	1/17/2011	Registered