

03/26/2012



ET

To the Director of the U. S. Patent

103642359

documents or the new address(es) below.

1. Name of conveying party(ies):

DeLuca, Inc.

- Individual(s)
- General Partnership
- Corporation- State: Delaware
- Other
- Association
- Limited Partnership

Citizenship (see guidelines) USA

Additional names of conveying parties attached?  Yes  No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) May 12, 2011

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: Bernard P. DeLuca

Internal

Address:

Street Address: 912 South Main Avenue

City: Scranton

State: Pennsylvania

Country: USA Zip: 18504

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other Individuals

Citizenship USA  
If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

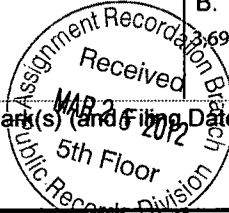
B. Trademark Registration No.(s)

3,698,368

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

RewardingLove



5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Bernard P. DeLuca

Internal Address:

Street Address: 912 South Main Avenue

City: Scranton

State: Pennsylvania Zip: 18504

Phone Number: 570-961-5805

Fax Number:

Email Address: BDELUCA962@aol.com

6. Total number of applications and registrations involved:

One

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

03/26/2012 LMARTIN 00000020 3698368

Deposit Account Number

Authorized User Name

9. Signature: Bernard P. DeLuca  
Signature

March 14, 2012

Date

Bernard P. DeLuca  
Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

Two

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

3-26-12

ASSIGNMENT OF TRADEMARK

This agreement entered this 12<sup>th</sup> of May, 2011, between DeLuca, Inc. of 912 South Main Avenue, City of Scranton, State of Pennsylvania, herein referred to as "Assignor", and

Peter W. DeLuca  
500 Union Street  
Peckville, PA 18452

&

Bernard P. DeLuca  
912 South Main Avenue  
Scranton, PA 18504;

herein referred to as "Assignees".

That Assignor has adopted and is using a mark registered in the United States Patent Office, Registration No. 3,698,368, dated October 20, 2009, and Assignees are desirous of acquiring such mark and the registration thereof.

That for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignees all rights, title and interest in and to said mark, the goodwill of the business symbolized by said mark, along with the registration thereof, the number of which is contained herein.

For Assignor:

For Assignees:

Name: Bernard P. DeLuca

Name: Bernard P. DeLuca

Signature: Bernard P. DeLuca

Signature: Bernard P. DeLuca

Date: MAY 12, 2011

Date: MAY 12, 2011

Name: Peter W. DeLuca

Name: Peter W. DeLuca

Signature: Peter W. DeLuca

Signature: Peter W. DeLuca

Date: MAY 12, 2011

Date: MAY 12, 2011

For the full and complete assignment of Trademark above contained, Assignor acknowledges the receipt of a total of \$20.00 (Twenty Dollars and Zero Cents), giving both Assignees total and equal ownership of Trademark as indicated above, and relinquishing any and all rights to same.