

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
	7933657 Canada, Inc.		01/01/2012
			Entity Type
			CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Four Star Brands, Ltd.		
Street Address:	677 Southwest Street		
City:	High Point		
State/Country:	NORTH CAROLINA		
Postal Code:	27260		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	4052584	SOCK UNIVERSITY
CORRESPONDENCE DATA			
Fax Number:	9198344564		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	919-828-0564		
Email:	trademarks@parkerpoe.com		
Correspondent Name:	Arthur J. DeBaugh, PPAB		
Address Line 1:	150 Fayetteville Street, Suite 1400		
Address Line 4:	Raleigh, NORTH CAROLINA 27601		
ATTORNEY DOCKET NUMBER:	NE956/1790/126682		
NAME OF SUBMITTER:	Arthur J. DeBaugh		
Signature:	/Arthur J. DeBaugh/		
Date:	04/27/2012		
Total Attachments: 3 source=SOCK UNIVERSITY Rev.Assignment#page1.tif source=SOCK UNIVERSITY Rev.Assignment#page2.tif source=SOCK UNIVERSITY Rev.Assignment#page3.tif			

OP \$40.00 4052584

ASSIGNMENT OF TRADEMARKS AND ACCOMPANYING GOODWILL

This ASSIGNMENT OF TRADEMARKS AND ACCOMPANYING GOODWILL is made effective as of 1 January 2012 (hereinafter the "Effective Date"), by and between 7933657 Canada, Inc. and Four Star Brands, Ltd.

WHEREAS 7933657 Canada, Inc., a corporation organized and existing under the laws of Canada, with an address of 2121 Crescent Street, Suite 100, c/o Richelieu Group, Montreal, Quebec, Canada H3G 2C1 (hereinafter "Assignor"), is the owner of all rights, title and interest in and to the SOCK UNIVERSITY trademark and the registrations and applications for registration thereof, all as more fully set forth on the attached Schedule A (incorporated herein by reference), and the goodwill of the business associated therewith and symbolized thereby, (collectively the "Mark"), and all rights appurtenant thereto, including, but not limited to, all common law rights, causes of action, all interests, claims and rights for damages, profits and other awards by reason of any past infringement, dilution, misappropriation or other violation thereof, and the right to sue therefor; and

WHEREAS Four Star Brands, Ltd., a corporation organized and existing under the laws of the State of North Carolina, with a registered address of 677 Southwest Street, High Point, North Carolina 27260 (hereinafter "Assignee"), is desirous of acquiring Assignor's rights in the Mark, and all goodwill associated therewith and symbolized thereby and all rights appurtenant thereto;


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which Assignor acknowledges by its execution below, Assignor assigns, as of the Effective Date, to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and together with any and all interests, claims and rights for damages and profits by reason of any past infringement or unauthorized use of the Mark, false designations of origin, unfair competition, deceptive trade practices and/or dilution related to the Mark, use of confusingly similar marks or names by others and all other related causes of action and the right to sue therefor.

Assignor agrees to perform all reasonable and proper additional acts and to execute any additional documents at the request and expense of Assignee which Assignee may require in order to transfer all of Assignor's rights, title and interest in and to the Mark and/or the rights appurtenant thereto to Assignee, its successors or assigns.


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IN WITNESS WHEREOF, we have hereto set our hand(s) and seal(s) on the dates set forth below.

7933657 CANADA, INC.,
Assignor

By: 
Name: Michael PENNER
Title: President
Date: April 4, 2012

FOUR STAR BRANDS, LTD.,
Assignee

By: 
Name: William C. Sheely, III
Title: President
Date: 4/6/2012

SCHEDULE A

Mark	Application Number	Filing Date	Registration Number	Registration Date
UNITED STATES				
SOCK UNIVERSITY	85276196	24 Mar. 2011	4052584	08 Nov. 2011
CANADA				
SOCK UNIVERSITY	1522064	1 April 2011		
CHINA				
SOCK UNIVERSITY	Filed but app. no. not yet assigned			
MEXICO				
SOCK UNIVERSITY	1168656	5 April 2011		