

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
Simple Pleasures Flowerbulbs & Perennials, Inc.		05/31/2012	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Emerald Lane II KVB, LLC		
Street Address:	5100 Schenley Place		
City:	Lawrenceburg		
State/Country:	INDIANA		
Postal Code:	47025		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3279663	PERFECT PARTNERS	
Serial Number:	78772874	SIMPLY THE BEST	
Serial Number:	77368502	INSPIRATION BLENDS EXTENDED BLOOMS	
Serial Number:	77368477	INSPIRATION BLENDS	
Registration Number:	2167712	PERFECT PARTNERS	
Registration Number:	2219473	SIMPLE PLEASURES	
CORRESPONDENCE DATA			
Fax Number:	7168456474		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	716-845-6000		
Email:	keagen@kavinokycook.com		
Correspondent Name:	Kelly E. Eagen, Esq. (Kavinoky Cook LLP)		
Address Line 1:	726 Exchange Street, Suite 800		
Address Line 4:	Buffalo, NEW YORK 14210		

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TRADEMARK

ATTORNEY DOCKET NUMBER:	04894.31533
NAME OF SUBMITTER:	Kelly E. Eagen
Signature:	/Kelly E. Eagen/
Date:	06/07/2012
Total Attachments: 6 source=SPF Assignment of Trademarks#page1.tif source=SPF Assignment of Trademarks#page2.tif source=SPF Assignment of Trademarks#page3.tif source=SPF Assignment of Trademarks#page4.tif source=SPF Assignment of Trademarks#page5.tif source=SPF Assignment of Trademarks#page6.tif	

SIMPLE PLEASURES FLOWERBULBS & PERENNIALS, INC.

ASSIGNMENT OF TRADEMARKS/SERVICE MARKS

Whereas SIMPLE PLEASURES FLOWERBULBS & PERENNIALS, INC. ("SPF"), a New York corporation, has adopted and used certain trademarks, trade names and/or service marks, including but not limited to the trademarks, trade names and/or service marks listed on Schedule A attached hereto (hereinafter collectively described as the "Marks"); some of which Marks may be the subject of pending applications with the United States Patent and Trademark Office, some of which Marks may be the subject of registrations with the United States Patent and Trademark Office, some of which Marks may be the subject of pending applications with foreign trademark offices and some of which Marks may be the subject of registrations with foreign trademark offices, as more specifically described on Schedule A; and

Whereas Emerald Lane II KVB, LLC, a Delaware limited liability company, with an office at 5100 Schenley Place, Lawrenceburg, Indiana 47025 (the "Assignee"), is desirous of acquiring said Marks and the goodwill associated therewith.

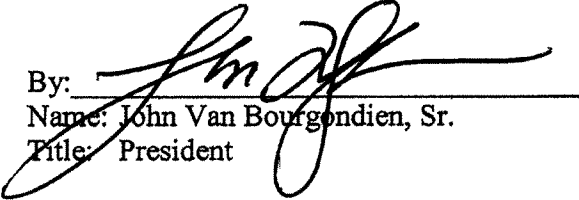
Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, SPF does hereby fully assign, transfer and release unto Assignee all of SPF's right, title and interest in and to the said Marks, worldwide, including, but not limited to, all of SPF's right, title, and interest in and to any national, foreign and United States federal and state pending applications, registrations, renewals and extensions thereof, as well as all common law rights, for such Marks, together with the goodwill of the business symbolized by the Marks and all benefits relating to the foregoing whether before or hereafter accrued (including, without limitation, the exclusive right to apply for, maintain and renew any application and registration for the Marks), free and clear of all liens, claims, encumbrances and interests of any kind. For any United States federal trademark application for which a supported claim of use has not been filed with and accepted by the United States Patent and Trademark Office as of the effective date of this Assignment, SPF also does hereby fully assign, transfer and release unto Assignee that portion of SPF's business to which the applicable Mark(s) pertain.

SPF further assigns, transfers and releases to Assignee any and all royalties, income, payments and proceeds, whether now accrued or accruing in the future, as well as all claims for damages by reason of past, present or future continuing infringement of said Marks, and the right to sue for and collect the same for its own use and benefit and that of its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, the undersigned has caused this Assignment of Trademarks/Service Marks to be executed as of the day and year indicated below.

Dated: May 31, 2012

SIMPLE PLEASURES FLOWERBULBS
& PERENNIALS, INC.

By: 
Name: John Van Bourgondien, Sr.
Title: President

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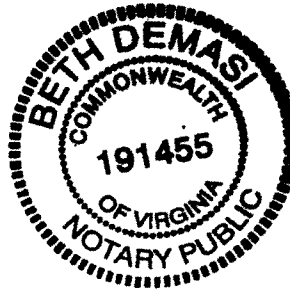
STATE OF VIRGINIA)
 CITY) SS.:
~~COUNTY OF~~ NORFOLK)

On the 31st day of May, 2012 before me the undersigned, personally appeared John Van Bourgondien, Sr., personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within Assignment and acknowledged to me that he executed the same in his capacity as an authorized representative of Simple Pleasures Flowerbulbs & Perennials, Inc. and that by his signature on the Assignment he executed the Assignment on behalf of Simple Pleasures Flowerbulbs & Perennials, Inc., and that John Van Bourgondien, Sr. made such appearance before the undersigned in the City of Norfolk and State of Virginia.

Beth DeMassi

Notary Public

My Commission Expires: 12/31/2014



SCHEDULE A

OWNER: Simple Pleasures Flowerbulbs & Perennials, Inc., a New York Corporation

All, trademarks, trade names and service marks owned by Simple Pleasures Flowerbulbs & Perennials, Inc., including, but not limited to, those identified in the below chart, as well as the below listed applications and/or registrations:

MARK	STATUS	REGISTRATION NUMBER	REGISTRATION DATE	SERIAL NUMBER	FILE DATE	COUNTRY
PERFECT PARTNERS	Registered	3279663	August 14, 2007	78848927	March 29, 2006	USA
SIMPLY THE BEST	Abandoned	N/A	N/A	78772874	December 14, 2005	USA
INSPIRATION BLENDS EXTENDED BLOOMS	Abandoned	N/A	Abandoned September 10, 2007 N/A	77368502	January 10, 2008	USA
INSPIRATION BLENDS	Abandoned	N/A	Abandoned October 30, 2008 N/A	77368477	January 10, 2008	USA
PERFECT PARTNERS	Registered	2167712	Abandoned October 30, 2008 June 23, 1998	75327239	July 18, 1997	USA
SIMPLE PLEASURES	Registered	2219473	January 19, 1999	75216251	December 20, 1996	USA
PERFECT PARTNERS & DESIGN	Registered	TMA511277	April 29, 1999	0851719	July 23, 1997	Canada

SIMPLY THE BEST	Registered	TMA728303	November 13, 2008	1290043	February 15, 2006	Canada
SIMPLE PLEASURES FLOWERBULBS AND PERENNIALS & DESIGN	Registered	TMA502567	October 21, 1998	0831965	December 19, 1996	Canada
SIMPLE PLEASURES & Design	Registered	TMA574430	January 27, 2003	1057535	April 28, 2000	Canada
SIMPLE PLEASURES FLOWERBULBS & PERENNIALS and Design	Registered	4280713	June 4, 1999	H09-032745	March 26, 1997	Japan
SIMPLE PLEASURES FLOWERBULBS & PERENNIALS and Design	Registered	000509695	June 29, 1999		April 4, 1997	CTM
PERFECT PARTNERS and Design	Registered	001995075	May 16, 2002		November 28, 2000	CTM
SIMPLE PLEASURES FLOWERBULB & PERENNIALS & DESIGN						Benelux
SIMPLE PLEASURES & DESIGN						Belarus
SIMPLE PLEASURES & DESIGN						Russian Federation

SIMPLE PLEASURES & DESIGN									Kazakhstan
SIMPLE PLEASURES & DESIGN									China
SIMPLE PLEASURES & DESIGN									Korea