

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
Buyers Laboratory, Inc.		12/07/2011	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Buyers Laboratory LLC		
Street Address:	22 Elm Place		
Internal Address:	c/o SFW Capital Partners, LLC		
City:	Rye		
State/Country:	NEW YORK		
Postal Code:	10580		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1755824	BUYERS LABORATORY INC. BLI 1991	
CORRESPONDENCE DATA			
Fax Number:	6123408856		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	612-492-6842		
Email:	cadwell.jeffrey@dorsey.com		
Correspondent Name:	Jeffrey R. Cadwell		
Address Line 1:	Dorsey & Whitney LLP, 50 South Sixth St		
Address Line 2:	Suite 1500		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	M232180		
NAME OF SUBMITTER:	Jeffrey R. Cadwell		

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Signature:	/Jeffrey R. Cadwell/
Date:	06/25/2012
Total Attachments: 3 source=Buyer Laboratory Trademark Assignment #page1.tif source=Buyer Laboratory Trademark Assignment #page2.tif source=Buyer Laboratory Trademark Assignment #page3.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Trademark Assignment") is made, executed and delivered as of December 7, 2011 by Buyers Laboratory, Inc. (n/k/a Hackensack Capital, Inc.), a New Jersey corporation ("Assignor"), for the benefit of Buyers Laboratory LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor and Assignee entered into that certain Asset Purchase Agreement dated as of December 7, 2011 (the "Purchase Agreement"), pursuant to which Assignee has purchased all right, title and interest in, to and under the trademarks, service marks and applications, registrations and renewals in connection therewith owned by Assignor, and all foreign counterparts and extensions of such trademarks, service marks, applications, registrations and renewals, together with all goodwill associated therewith or symbolized thereby, including without limitation, the registered trademarks and service marks identified and set forth on Schedule A attached hereto (all of the foregoing, collectively, the "Marks"); and

WHEREAS, pursuant to the Purchase Agreement, Assignor shall execute such documents and take such steps as Assignee may reasonably require to fulfill the provisions of and to give to the Assignee the full benefit of the Purchase Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably and perpetually transfers and assigns to Assignee, and Assignee hereby accepts the transfer and assignment of, all right, title and interest in and to the Marks, together with the goodwill associated therewith or symbolized thereby, all rights to sue and recover and retain damages and costs and attorneys' fees for present and past infringement of any of the Marks, whether arising prior to or subsequent to the date of this Trademark Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and any other jurisdiction, the same to be held and enjoyed by Assignee, its successors and assigns from and after the date hereof.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and the foreign equivalent in each country in which the Marks are registered or registrable to record Assignee as the owner of the Marks and issue any and all registrations, applications and renewals to Assignee, its successors, assigns, nominees or other legal representatives.

Except to the extent that federal law preempts state law with respect to any particular matters covered hereby, this Trademark Assignment shall be governed by and construed in accordance with the laws of the State of New York, without giving effect to the principles of conflicts of laws thereof, and any dispute relating to this Trademark Assignment shall be resolved in accordance with the terms and provisions of the Purchase Agreement.

This Trademark Assignment is delivered pursuant to the Purchase Agreement and is subject to the Purchase Agreement. In the event of any conflict between the terms of the Purchase Agreement and the terms of this Trademark Assignment, the terms of the Purchase Agreement shall prevail.

IN WITNESS WHEREOF, the parties have executed this Trademark Assignment effective as of the date first set forth above.

Buyers Laboratory, Inc.
(n/k/a Hackensack Capital, Inc.)

By: _____

Michael Danziger, President


ACCEPTED:

Buyers Laboratory LLC

By: _____

Michael Danziger, CEO

SCHEDULE A

Trademark	Reg. No.	Reg. Date	Country
BUYERS LABORATORY INC. BLI 1991 	1,755,824	3/2/1993	United States of America