

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
The W.E. Bassett Company		09/21/2012	CORPORATION: CONNECTICUT
RECEIVING PARTY DATA			
Name:	Pacific World Corporation		
Street Address:	25800 Commercentre Drive		
City:	Lake Forest		
State/Country:	CALIFORNIA		
Postal Code:	92630		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 36			
Property Type	Number	Word Mark	
Registration Number:	0952167	BASSETT	
Registration Number:	3493335	BB BASSETT BRANDS	
Registration Number:	3390141	CITRUS COOLER	
Registration Number:	4201488	EASY HOLD	
Registration Number:	1684122	EASY HOLD	
Registration Number:	1543300	EASY HOLD BY TRIM	
Serial Number:	85707763	GHOULISH GLAMOUR	
Registration Number:	1320127		
Registration Number:	1442780		
Registration Number:	2263678	NAIL SENSE	
Registration Number:	2388063	NEAT FEET	
Registration Number:	3719480	PED TRIO	
Registration Number:	3719479	PEDI BEAN	
Registration Number:	3228478	PEDX	

Serial Number:	85501781	PEDX
Serial Number:	85501785	PEDX
Registration Number:	4193897	PEDX
Registration Number:	3225588	PERFECT GRIP
Registration Number:	3036709	TOTALLY TOGETHER
Registration Number:	2956569	TRIM
Registration Number:	3033485	TRIM
Registration Number:	0903941	TRIM
Registration Number:	0695409	TRIM
Registration Number:	0972322	TRIM
Registration Number:	0989676	TRIM
Registration Number:	1607508	TRIM
Registration Number:	1627990	TRIM
Registration Number:	0614895	TRIM
Registration Number:	0632793	TRIM
Registration Number:	0902953	TRIM
Registration Number:	1280544	TRIM GLOW
Serial Number:	85049052	TRIM ITOOLS
Serial Number:	85976677	TRIM ITOOLS
Registration Number:	3577169	TRIM SILK
Registration Number:	0655900	TRIMCLIP
Registration Number:	0656074	TRIM-TRIO

CORRESPONDENCE DATA

Fax Number: 6152446804

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

Phone: 6158508741

Email: rfelber@wallerlaw.com

Correspondent Name: Robert P. Felber, Jr.

Address Line 1: c/o Waller Lansden Dortch & Davis, LLP

Address Line 2: 511 Union Street, Suite 2700

Address Line 4: Nashville, TENNESSEE 37219

ATTORNEY DOCKET NUMBER:	015600.16119
NAME OF SUBMITTER:	Robert P. Felber, Jr.
Signature:	/ROBERT P. FELBER, JR./

TRADEMARK
REEL: 004875 FRAME: 0233

10/05/2012

Total Attachments: 3

source=BASSETT ASSIGNMENT_20121005092503_00000001#page1.tif

source=BASSETT ASSIGNMENT_20121005092503_00000001#page2.tif

source=BASSETT ASSIGNMENT_20121005092503_00000001#page3.tif

**ASSIGNMENT OF TRADEMARKS, ACCOMPANYING
APPLICATIONS/REGISTRATIONS AND GOODWILL**

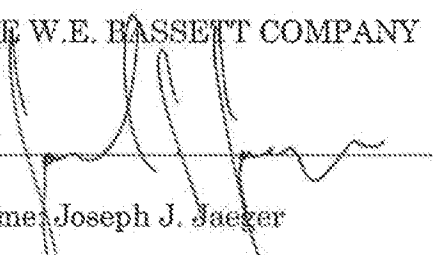
Effective as of September 21, 2012 (the "Effective Date"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, THE W.E. BASSETT COMPANY, a Connecticut corporation with offices at 100 Trap Falls Road Extension, Shelton, Connecticut 06484 (the "Assignor"), does hereby sell, assign, transfer and set over to PACIFIC WORLD CORPORATION, a California corporation with offices at 25800 Commercentre Drive, Lake Forest, California 92630-8803 (the "Assignee"), all of Assignor's rights, title and interest in and to the trademarks listed on Exhibit A attached hereto (the "Marks"), the applications and registrations therefor, any renewals or extensions of such registrations, and all rights therein and thereto throughout the world, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks and the resulting right to recover damages and profits for past, present, or future infringements or unauthorized uses thereof, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made.

Assignor agrees to execute and deliver at the request of Assignee, any papers, instruments and assignments reasonably necessary to vest in Assignee all of Assignor's right, title and interest in and to the Marks and the applications and registrations therefor and/or to provide evidence to support such assignment in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF, the parties hereto have caused this assignment to be signed by an individual thereto duly authorized, all as of the Effective Date.

ASSIGNOR:

THE W.E. BASSETT COMPANY

By: 

Name: Joseph J. Jaeger

Title: Chief Operating Officer /
Chief Financial Officer

ASSIGNEE:

PACIFIC WORLD CORPORATION

By: 

Name: Joseph J. Jaeger

Title: Chief Operating Officer /
Chief Financial Officer

EXHIBIT A

ASSIGNMENT OF TRADEMARKS, ACCOMPANYING APPLICATIONS/REGISTRATIONS AND GOODWILL

The Marks

<u>Trademark</u>	<u>Registration No./Serial No.</u>
BASSETT	Registration No. 952167
	Registration No. 3493335
CITRUS COOLER	Registration No. 3390141
EASY HOLD	Registration No. 4201488
EASY HOLD	Registration No. 1684122
EASY HOLD by 	Registration No. 1543300
GHOULISH GLAMOUR	Serial No. 85707763
	Registration No. 1320127
	Registration No. 1442780
NAIL SENSE	Registration No. 2263678
NEAT FEET	Registration No. 2388063
PED TRIO	Registration No. 3719480
PEDI BEAN	Registration No. 3719479
PEDX	Registration No. 3228478
PEDX	Serial No. 85501781
PEDX	Serial No. 85501785
PEDX	Registration No. 4193897
PERFECT GRIP	Registration No. 3225588
TOTALLY TOGETHER	Registration No. 3036709

TRIM	Registration No. 2956569
TRIM	Registration No. 3033485
TRIM	Registration No. 903941
TRIM	Registration No. 695409
TRIM	Registration No. 972322
TRIM	Registration No. 989676
TRIM	Registration No. 1607508
TRIM	Registration No. 1627990
TRIM	Registration No. 614895
TRIM	Registration No. 632793
TRIM	Registration No. 902953
TRIM GLOW	Registration No. 1280544
TRIM ITOOLS	Serial No. 85049052
TRIM ITOOLS	Serial No. 85976677
TRIM SILK	Registration No. 3577169
TRIMCLIP	Registration No. 655900
TRIM-TRIO	Registration No. 656074