

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
PLYMOUTH DIRECT, INC.		09/04/2012	CORPORATION: PENNSYLVANIA

RECEIVING PARTY DATA

Name:	Toni Brattin & Co., Inc.
Street Address:	5801 Columbine Way
City:	Oklahoma City
State/Country:	OKLAHOMA
Postal Code:	73142
Entity Type:	CORPORATION: OKLAHOMA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	3187792	POWER POWDER
Registration Number:	3335657	TONI'S CAN-DO COMBS
Registration Number:	2965582	TONI PONY
Registration Number:	2926675	TONI TWIST
Registration Number:	2971864	TONI TWIN CLIP

CORRESPONDENCE DATA

Fax Number: 2028874288
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 202-887-4103
 Email: lgeyer@akingump.com
 Correspondent Name: Laura Talley Geyer
 Address Line 1: 1333 New Hampshire Ave, NW
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20036-1564

ATTORNEY DOCKET NUMBER:	691257.0001
-------------------------	-------------

CH \$140.00 3187792

NAME OF SUBMITTER:	Laura Talley Geyer
Signature:	/Laura Talley Geyer/
Date:	10/19/2012
Total Attachments: 2 source=brattin assign#page1.tif source=brattin assign#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Plymouth Direct, Inc., a Pennsylvania Corporation having an address of 425 Stump Road, P.O. Box 427 Montgomeryville, Pennsylvania 18936 ("Assignor"), owns all right, title, and interest in and to the trademarks and registrations thereof as set forth on Schedule A hereto;

WHEREAS, Toni Brattin & Co., Inc., an Oklahoma Corporation with an address of 5801 Columbine Way, Oklahoma City, Oklahoma 73142 ("Assignee") is desirous of acquiring from Assignor the entire right, title, and interest in and to said marks, the registrations therefor, and the goodwill of the business associated therewith;

WHEREAS, it is desired that the assignment of said marks and registrations be made of record in the United States Patent and Trademark Office, as appropriate, and other appropriate Patent and Trademark offices.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby assigns to Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the registrations therefor as set forth in Schedule A, and all rights to damages and profits, due or accrued, arising out of past infringements of the marks and the right to sue for and recover the same.

Dated: Sept 4, 2012

Plymouth Direct, Inc. (Assignor)

By: [Signature]

Title: Director of TV Mktg

Dated: Oct. 19, 2012

Toni Brattin & Co., Inc. (Assignee)

By: [Signature]
Toni Brattin

Title: President

SCHEDULE A

Mark	Reg. No.
TONY PONY	2,965,582 (Cancelled)
TONI TWIST	2,926,675 (Cancelled)
TONI TWIN CLIP	2,971,864 (Cancelled)
POWER POWDER	3,187,792
TONI'S CAN-DO COMBS	3,335,657

