

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
C&A Marketing, Inc.		12/07/2012	CORPORATION: NEW JERSEY

**RECEIVING PARTY DATA**

<b>Name:</b>	C&A IP Holdings, LLC
<b>Street Address:</b>	2 Bergen Turnpike
<b>City:</b>	Ridgefield Park
<b>State/Country:</b>	NEW JERSEY
<b>Postal Code:</b>	07660
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 52**

Property Type	Number	Word Mark
Registration Number:	2013418	WOLF CAMERA
Registration Number:	2654757	WOLF CAMERA
Registration Number:	3953161	WOLF CAMERA & IMAGE
Registration Number:	1990017	WOLF CAMERA & VIDEO
Registration Number:	2366168	WOLF CAMERA
Registration Number:	2661758	WOLF UNIVERSITY
Registration Number:	2661759	WOLFCAMERA.COM
Registration Number:	2704028	RITZPIX
Registration Number:	4161772	RITZPIX PHOTO PATROL
Registration Number:	3963011	RITZPIX POCKETPIX
Registration Number:	4097118	RITZPIX SCAN MAN PHOTO
Registration Number:	4190255	CAMERA WORLD
Registration Number:	1217990	CAMERA WORLD
Registration Number:	2477780	CAMERAWORLD.COM

OP \$1315.00 2013418

**TRADEMARK**

Registration Number:	1594588	RITZ CAMERA
Registration Number:	3798922	RITZ CAMERA & IMAGE
Registration Number:	2509769	RITZCAMERA.COM
Registration Number:	3397919	RITZCAMERA.COM & ELECTRONICS
Registration Number:	3082475	INKLEY'S
Registration Number:	4027451	INKLEY'S CAMERA & IMAGE
Registration Number:	3212391	RITZ INTERACTIVE
Registration Number:	2920351	BIG PRINT CENTRAL
Registration Number:	2920412	CAPTURE YOUR WORLD
Registration Number:	0970423	DEAN'S
Registration Number:	1506455	FREQUENT FOTO
Registration Number:	4014340	KITS CAMERA & IMAGE
Registration Number:	1757422	KITS CAMERAS
Registration Number:	1892467	PHOTRONIC
Registration Number:	1884370	PHOTRONIC DEPOT
Registration Number:	1920118	PHOTRONIC IMAGEINATION CENTER
Registration Number:	1802269	PHOTRONIC IMAGEINATION CENTER
Registration Number:	1883995	PROEX
Registration Number:	1527912	QUANTARAY
Registration Number:	3853048	RITZ ACCESS PHOTO
Registration Number:	1590387	RITZ BIG PRINT
Registration Number:	1609041	RITZ BLITZ
Registration Number:	3114215	RITZELECTRONICS.COM
Registration Number:	3850090	SHARE. DISPLAY. SAVE.
Registration Number:	3141557	THE CAMERA SHOP INC.
Registration Number:	1432357	ULTRAPRINT
Serial Number:	85472394	KAYNIG
Serial Number:	85753702	IVATION
Serial Number:	85753700	IVATION
Serial Number:	85753698	IVATION
Serial Number:	85753436	IVATION
Serial Number:	85753435	IVATION
Serial Number:	85753434	IVATION
Serial Number:	85753431	IVATION
Serial Number:	85753429	IVATION

	85753427	IVATION
Serial Number:	85753426	IVATION
Serial Number:	85753423	IVATION

**CORRESPONDENCE DATA**

Fax Number: 6127673312  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 612-767-3311  
Email: david.baer@ethoslaw.com  
Correspondent Name: David Baer  
Address Line 1: 7220 Washington Ave. So.  
Address Line 4: Eden Prairie, MINNESOTA 55344

NAME OF SUBMITTER:	David Baer
Signature:	/David Baer/
Date:	12/27/2012

Total Attachments: 3  
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## Trademark Assignment

This TRADEMARK ASSIGNMENT (this "Assignment"), is made effective as of December 7, 2012 by and between C&A Marketing, Inc., a New Jersey Corporation with an address at 2 Bergen Turnpike, Ridgefield Park, NJ 07660 ("Assignor"), and C&A IP Holdings, LLC, a limited liability company of Delaware, with an address at 2 Bergen Turnpike, Ridgefield Park, NJ 07660 ("Assignee").

WHEREAS, Assignor is the owner in the United States of the U.S. Trademark Applications and Registrations set forth on the attached Schedule A, together with all common law rights therein as well as the goodwill of the business associated therewith (collective, the "Marks").

WHEREAS, Assignor desires to assign all of its right, title and interest in and to the Marks to Assignee and Assignee wishes to acquire all right, title and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, all right, title and interest in and to the Marks, together with all common law rights therein as well as the goodwill of the business associated therewith.

IN WITNESS WHEREOF, the undersigned has executed this Assignment as of the date set forth above.

**C&A Marketing, Inc.**

By: 

Chaim Piekarski, Executive Vice President

## SCHEDULE A

### Applications

<b>TRADEMARK</b>	<b>APPLICATION NUMBER</b>
KAYNIG	85472394
IVATION	85753702
IVATION	85753700
IVATION	85753698
IVATION	85753436
IVATION	85753435
IVATION	85753434
IVATION	85753431
IVATION	85753429
IVATION	85753427
IVATION	85753426
IVATION	85753423

### Registrations

<b>TRADEMARK</b>	<b>REGISTRATION NUMBER</b>
WOLF CAMERA	2013418
WOLF CAMERA	2654757
WOLF CAMERA & IMAGE	3953161
WOLF CAMERA & VIDEO	1990017
WOLF CAMERA & DESIGN	2366168
WOLF UNIVERSITY	2661758
WOLFCAMERA.COM	2661759
RITZPIX	2704028
RITZPIX PHOTO PATROL	4161772
RITZPIX POCKETPIX	3963011
RITZPIX SCAN MAN PHOTO	4097118
CAMERA WORLD	4190255
CAMERA WORLD & DESIGN	1217990
CAMERA WORLD.COM	2477780
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PROEX	1883995
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ULTRAPRINT	1432357