

## 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 Hall China Company		12/21/2012	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	HLC Holding, Inc.		
Street Address:	672 Fiesta Drive		
City:	Newell		
State/Country:	WEST VIRGINIA		
Postal Code:	26050-1299		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3320087	OVERTONES	
Registration Number:	3375553	GRANDSTANDS	
Registration Number:	1739893	HALL	
Registration Number:	1734880	HALL	
Registration Number:	1601430	HALL EXPRESS SERVICE	
Registration Number:	0310854	HALL	
CORRESPONDENCE DATA			
Fax Number:	4125719553		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(412) 571-9552		
Email:	acornelius@ajciplaw.com		
Correspondent Name:	Andrew J. Cornelius		
Address Line 1:	305 Mt. Lebanon Boulevard		
Address Line 2:	Suite 205		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15234		

OP \$165.00 3320087

ATTORNEY DOCKET NUMBER:	HALL ASSIGNMENTS
NAME OF SUBMITTER:	Andrew J. Cornelius
Signature:	/Andrew J. Cornelius/
Date:	01/21/2013
Total Attachments: 2 source=HAll Assignment308#page1.tif source=HAll Assignment308#page2.tif	

**TRADEMARK ASSIGNMENT**

**THIS TRADEMARK ASSIGNMENT** is made by and between **The Hall China Company**, an Ohio corporation with principal offices located at 1 Anna Street, East Liverpool, Ohio 43920-3675 ("Assignor"), and **HLC Holding, Inc.**, a Delaware corporation with principal offices located at 672 Fiesta Drive, Newell, West Virginia 26050-1299 ("Assignee").

**WHEREAS**, Assignor is the owner of the United States trademarks and/or service marks (collectively, the "Marks") and registrations of the Marks (collectively, the "Registrations") set forth below:

Marks	Registration No.	Issue Date
OVERTONES	3,320,087	10/23/2007
GRANDSTANDS	3,375,553	01/29/2008
HALL	1,739,893	12/15/1992
HALL & DESIGN	1,734,880	11/24/1992
HALL EXPRESS SERVICE	1,601,430	06/12/1990
HALL & DESIGN	0,310,854	03/13/1934

**WHEREAS**, Assignee is interested in acquiring all of Assignor's right, title and interest in the Marks and the Registrations, and Assignor is willing to transfer all its right, title and interest in the Marks and the Registrations to Assignee.

**NOW, THEREFORE**, to whom it may concern, for good and valuable consideration, the receipt, adequacy and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee, its successors and assigns, its entire right, title and interest in and to the Marks and the Registrations, including any and all goodwill associated with the Marks, to have and to hold the same for the sole exclusive benefit of Assignee, and in and to any claims for damages by reason of past or future infringement of the Marks, with the right to sue for and collect the same for its own use and benefit and for the use and benefit of its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had the sale, assignment and transfer not been made, *nunc pro tunc*, effective as of December 21, 2012.

\*\*\* *The remainder of this page has been left blank intentionally* \*\*\*

IN WITNESS WHEREOF, Assignor has given legal effect to this Assignment through the signature below of its duly authorized representative.

The Hall China Company

Date: December 21, 2012

By: Elizabeth W. McIlvain  
Vice President

STATE OF WEST VIRGINIA     )  
  )SS:  
COUNTY OF HANCOCK     )

The foregoing instrument was acknowledged before me this 21<sup>st</sup> day of December 2012 by ELIZABETH W. McILVAIN, as VICE PRESIDENT of The Hall China Company, who is authorized to sign this Trademark Assignment on its behalf.

Kathy S. Myers  
Notary Public

«AK3:1096831\_v2»

