

## 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
Tiara Brands, Inc.		09/30/2013	CORPORATION: MARYLAND
RECEIVING PARTY DATA			
Name:	Clark Crown Brands, LLC		
Street Address:	1601 Bond Street		
City:	Naperville		
State/Country:	ILLINOIS		
Postal Code:	60563		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	2135263	CROWN	
Registration Number:	2135262	CROWN	
Registration Number:	2088892	CROWN	
Registration Number:	1464013	CROWN	
Registration Number:	0040411	CROWN	
Registration Number:	0911168	CROWN	
Registration Number:	0911167	CROWN	
Registration Number:	2069133	CROWN	
Registration Number:	1577282	CROWN	
Registration Number:	2129362	SAVE EVERY MILE	
Registration Number:	1247966	EXPRESS MART	
Registration Number:	1436846	FAST FARE	
Registration Number:	1030325	FAST FARE	
CORRESPONDENCE DATA			

900268052

TRADEMARK  
REEL: 005124 FRAME: 0736

CH \$340.00 2135263

Fax Number: 3125511101

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

Phone: 312-551-8300

Email: ipdocket@pfs-law.com

Correspondent Name: Patzik, Frank & Samotny Ltd.

Address Line 1: 150 S. Wacker Drive

Address Line 2: Suite 1500

Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	3737-274
NAME OF SUBMITTER:	Jordan Herzog
Signature:	/Jordan Herzog/
Date:	10/04/2013

**Total Attachments: 4**

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## TRADEMARK ASSIGNMENT

September 30, 2013

For good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, TIARA BRANDS, INC., a Maryland corporation ("Assignor"), hereby sells, transfers, assigns, and conveys to CLARK CROWN BRANDS, LLC, a Delaware limited liability company ("Assignee"), the worldwide right, title and interest in and to the trademark registrations, service mark registrations, unregistered trademarks, unregistered service marks, and common law rights specifically listed on Schedule A attached hereto and made a part hereof, as well as the goodwill associated with the business symbolized thereby; and any renewals thereof; and all income, royalties, damages, license fees, licenses and payments now and hereafter due and/or payable with respect thereto (collectively, the "Trademarks"), the same to be held and enjoyed by Assignee for its own use and benefit, and for the use and benefit of its successors, assigns, or legal representatives, to the end of the term or terms for which such Trademarks may be granted or reissued, as fully and entirely as the same would have been held and enjoyed by Assignor if this sale and assignment had not been made. Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the date hereof of the Trademarks throughout the world, 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, assigns and other legal representatives.

Assignor agrees without charge to Assignee but at Assignee's expense to execute and deliver to Assignee such instruments necessary or desirable to perfect the above-described transfer of, or to procure, the Trademarks or to maintain the Trademarks before both the United States Patent and Trademark Office and the Trademark Offices of any and all foreign countries, and to cooperate reasonably with Assignee, at Assignee's expense, in obtaining and/or providing information that is required in any proceedings relating to the Trademarks.

Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and the appropriate official in any other country, to issue any and all additional trademark and service mark registrations or amended registrations that have been or may be granted upon any application or petition for same for the Trademarks or any additional, continuing or divisional applications thereof to, Assignee, its successors and/or assigns.


This Trademark Assignment has been entered into in the State of Illinois and shall be governed by, and construed and enforced in accordance with, the laws of the State of Illinois without regard to its principles of conflicts of law.

[Signature Page Follows]

IN WITNESS WHEREOF, this Trademark Assignment has been duly executed as of the date first written above.






ASSIGNOR:


TIARA BRANDS, INC.,  
a Maryland corporation

By:   
Name: Robert D. Cole  
Its: President

**SCHEDULE A**

**TRADEMARK REGISTRATIONS**

<b>TRADEMARK</b>	<b>U.S. REGISTRATION NUMBER</b>	<b>Renewal Due</b>
Crown & Design 	2135263	2/10/2018
Crown	2135262	2/10/2018
Crown	2088892	8/19/2017
Crown	1464013	11/3/2017
Crown	0040411	5/19/2023
Crown & Design 	0911168	4/13/2021
Crown	0911167	7/15/2020
Crown & Design 	2069133	6/10/2017
Crown & Design	1577282	1/16/2020
Save Every Mile	2129362	1/13/2018
Fast Fare & Design 	1436846	4/14/2017
Fast Fare & Design 	1030325	1/13/2016

TRADEMARK	U.S. REGISTRATION NUMBER	Renewal Due
Express Mart & Design 	1247966	8/9/2023

**UNREGISTERED TRADEMARKS, SERVICE MARKS AND TRADE NAMES**

1. Quality Gasolines and A Good Deal More
2. Zippy Mart