

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
Temptations Parties, Inc.	FORMERLY PHEELING ROMANTIC, INC.; TEMPTATION PARTIES, INC.	10/07/2013	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	PHE, Inc.		
Street Address:	302 Meadowlands Drive		
City:	Hillsborough		
State/Country:	NORTH CAROLINA		
Postal Code:	27278		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3671498	TEMPTATIONS	
Registration Number:	2560234	TEMPTATIONS PARTIES...FROM ADAM & EVE	
CORRESPONDENCE DATA			
Fax Number:	9196883781		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	919 683 5514		
Email:	emailboxtm@oliveandolive.com		
Correspondent Name:	Vedia Jones-Richardson, Olive & Olive,PA		
Address Line 1:	500 Memorial Street		
Address Line 2:	Post Office Box 2049		
Address Line 4:	Durham, NORTH CAROLINA 27702-2049		
ATTORNEY DOCKET NUMBER:	TEPI7003		
NAME OF SUBMITTER:	Vedia Jones-Richardson, Attorney		

OP \$65.00 3671498

900268860

TRADEMARK
REEL: 005130 FRAME: 0911

Signature:	/Vedia Jones-Richardson/
Date:	10/14/2013
Total Attachments: 1 source=20131008 assignment document#page1.tif	

ASSIGNMENT OF INTELLECTUAL PROPERTY

THIS AGREEMENT is entered into by and between Temptations Parties, Inc., a North Carolina corporation with offices at 302 Meadowlands Drive, Hillsborough NC 27278 (Assignor) and PHE, Inc., a North Carolina corporation with offices at 302 Meadowlands Drive, Hillsborough, North Carolina 27278 (Assignee).

WHEREAS, Assignor is the sole and exclusive owner of the registered marks TEMPTATIONS (U.S. Reg. No. 3,671,498), TEMPTATIONS PARTIES...FROM ADAM & EVE (U.S. Registration No. 2,560,234), and common law marks including, but not limited to, TEMPTATIONS PARTIES (collectively "the Trademarks") and the sole and exclusive owner of all related business goodwill, and further is the owner of any and all copyrights and other protected rights in any and all printed and digital materials, web sites and domains, contributed content, customer lists and other materials and means for communication related to the business (collectively "the Intellectual Property"); and

WHEREAS, Assignor desires to transfer and Assignee desires to acquire all rights, title, and interest in and to the Trademarks, Intellectual Property and all related business goodwill;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers unto Assignee all right, title, and interest in and to the Intellectual Property, the Trademarks and the business goodwill associated therewith, and further including, without limitation, all renewals therefor, all proceeds therefrom (including, but not limited to, all license royalties and proceeds of infringement suits), and the right to sue for past, present, and future infringements.

IN WITNESS WHEREOF, this the 7th day of October 2013.



TEMPTATIONS PARTIES, INC.

By: [Signature]
David Groves, Secretary/Treasurer

Date: 10/7/2013

STATE OF NORTH CAROLINA
COUNTY OF Orange

On this 7th day of October, 2013, before me personally appeared David Groves, the person who signed this instrument, who acknowledged that he signed it as a free act, on behalf of Temptations Parties, Inc., and that he was so authorized to sign.

[Signature]
Notary Public

My commission expires: 4/20/2014