

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 Franklin Mint, LLC		01/30/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	SBG FM, LLC		
Street Address:	1065 Avenue of the Americas		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	85661468	MINT THE MOMENT	
Serial Number:	85593845	COLLECTING IS COOL	
Serial Number:	85593630	WE MINT MEMORIES	
Registration Number:	1528440	FMPM	
Registration Number:	1253990	THE FRANKLIN MINT GALLERY	
Registration Number:	1007864	THE FRANKLIN LIBRARY	
Registration Number:	0989596	THE FRANKLIN MINT	
CORRESPONDENCE DATA			
Fax Number:	5132416234		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	5132412324		
Email:	tremaklus@whe-law.com		
Correspondent Name:	Theodore R. Remaklus		
Address Line 1:	441 Vine Street		

OP \$190.00 85661468

Address Line 2: 2700 Carew Tower
Address Line 4: Cincinnati, OHIO 45202

ATTORNEY DOCKET NUMBER:	SBG-1 / 122
NAME OF SUBMITTER:	Theodore R. Remaklus
Signature:	/theodore r remaklus/
Date:	02/05/2014

Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS

WHEREAS, The Franklin Mint, LLC, a limited liability company organized under the laws of the State of Delaware having offices at 400 Kelby Street, 15th Floor, R.H. Book Capital, Fort Lee, New Jersey 07024 (hereinafter "Assignor"), is the owners of the trademark applications and registrations listed on Schedule A attached hereto (collectively, the "Marks"); and

WHEREAS, SBG FM, LLC, a limited liability company organized under the laws of the State of Delaware having offices at 1065 Avenue of the Americas, New York, New York 10018 ("Assignee"), is desirous of acquiring the Marks and the goodwill associated therewith, and is a successor to Assignor of that portion of Assignor's business to which the Marks pertain in accordance with 15 U.S.C. §1060.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree that:

1. Assignor does hereby sell, assign, transfer and convey to Assignee, and Assignee hereby accepts, all right, title and interest of Assignor in, to and under the Marks, any registrations and applications for registration thereof, and the goodwill of the business connected and/or associate with the use thereof and symbolized thereby, as well as the portion of Assignor's business to which the Marks pertain, and all rights, interests, claims and demands recoverable in law or equity, that Assignor has or may have in profits and damages for past, present and future infringements of the Marks, including, without limitation, the right to compromise, sue for and collect such profits and damages; the same to be held and enjoyed by Assignee, its successors and assigns or their legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

2. This Assignment may be executed in any number of counterparts, and by the parties hereto on separate counterparts, but shall not be effective until each party has executed at least one counterpart. Each counterpart shall constitute an original of this Assignment, but all the counterparts shall together constitute but one and the same instrument. Each counterpart may be delivered by facsimile transmission or portable data format (PDF), which transmission shall be deemed delivery of an originally executed document.

IN WITNESS WHEREOF, Assignors and Assignee have executed this Assignment this
20th day of January, 2013.

ASSIGNOR:

THE FRANKLIN MINT, LLC

By: Scott Book
Name: Scott Book
Title: President

ASSIGNEE:

SBG FM, LLC

By: [Signature]
Name: Greg Klein
Its: CEO

SCHEDULE A

<u>Mark</u>	<u>Application No.</u>	<u>Registration No.</u>
MINT THE MOMENT	85/661,468	
COLLECTING IS COOL	85/593,845	
WE MINT MEMORIES	85/593,630	
FMPM	73/739,876	1,528,440
THE FRANLIN MINT GALLERY	73/246,797	1,253,990
THE FRANLIN LIBRARY	73/007,598	1,007,864
THE FRANKLIN MINT	72/460,787	989,596