

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM303273

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Beckett Media, LLC		12/30/2013	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Alliance Services Ltd.		
Street Address:	2 Church Street		
Internal Address:	Clarendon House		
City:	Hamilton		
State/Country:	BERMUDA		
Postal Code:	HM11		
Entity Type:	exempted company: BERMUDA		
PROPERTY NUMBERS Total: 50			
Property Type	Number	Word Mark	
Serial Number:	85959309	PLAID PARASOL	
Registration Number:	2417644	B	
Registration Number:	2461317	B	
Registration Number:	1734726	BECKETT	
Registration Number:	2108233	BECKETT	
Registration Number:	2331054	BECKETT	
Registration Number:	2325440	BECKETT	
Registration Number:	2482116	BECKETT	
Registration Number:	3625878	BECKETT CHANNEL INTEGRATION	
Registration Number:	3630053	BECKETT CHANNEL INTERGRATION	
Registration Number:	3255733	BECKETT ELITE	
Registration Number:	3346991	BECKETT MASSIVE ONLINE GAMER	
Registration Number:	2668476	BVG	
Registration Number:	3363283	COLLECT CARDS. IT'S AMERICA'S HOBBY.	
Registration Number:	3321934	THE #1 AUTHORITY ON COLLECTIBLES	
Registration Number:	2410767	THE HOBBY'S MOST RELIABLE AND RELIED UPO	
Registration Number:	2410768	THE HOBBY'S MOST RELIABLE AND RELIED UPO	
Registration Number:	3055211	THE WORLD'S MOST TRUSTED SOURCE IN COLLE	
TRADEMARK			

CH \$1265.00 85959309

Property Type	Number	Word Mark
Serial Number:	86120126	AMERICAN FARMHOUSE STYLE
Serial Number:	86117831	AMERICAN MADE LIVING
Serial Number:	86116675	BECKETT FANSHOP
Serial Number:	86116717	FANSHOP
Serial Number:	86117868	GRADED GALLERY FOOTBALL COLLECTION
Serial Number:	86120124	MAKE IT VINTAGE
Serial Number:	85728060	THE WORLD'S MOST TRUSTED SOURCE IN COLLE
Serial Number:	85625688	WORLD OF FIREPOWER
Registration Number:	2609146	ACTION PURSUIT GAMES
Registration Number:	1675834	AMERICAN SURVIVAL GUIDE
Registration Number:	2178656	BOW & ARROW HUNTING
Registration Number:	3337523	COTTAGES & BUNGALOWS
Registration Number:	3283763	DIESEL WORLD
Registration Number:	2138044	DRAG RACER
Registration Number:	3495709	ELITE FIGHTER
Registration Number:	2176969	GUN WORLD
Registration Number:	1657870	KNIVES ILLUSTRATED
Serial Number:	85818065	LOW SUGAR LIFE
Serial Number:	85818056	MAXIMUM DRIVE
Registration Number:	3407172	MUSCLE CAR POWER
Registration Number:	3432496	ORE OFF-ROAD ENTHUSIAST
Registration Number:	2005194	ROMANTIC HOMES
Registration Number:	3432491	THE WORLD OF RODS
Serial Number:	85751378	ULTIMATE DIESEL BUILDER'S GUIDE
Registration Number:	3529414	ULTIMATE GRAPPLING
Registration Number:	4200952	ULTIMATE MMA
Registration Number:	1976514	VICTORIAN HOMES
Registration Number:	4336156	WELL STYLED HOME
Registration Number:	4069513	YUM
Serial Number:	86117852	GO GLUTEN FREE
Serial Number:	86098112	LOW SUGAR LIVING
Serial Number:	86117860	VINTAGE HOLIDAY

CORRESPONDENCE DATA

Fax Number:

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

Phone: 9198294309

Email: tmgroup@hutchlaw.com

Correspondent Name: Devon E. White

TRADEMARK

REEL: 005272 FRAME: 0067

Address Line 1: 3110 Edwards Mill Road, Suite 300
Address Line 4: Raleigh, NORTH CAROLINA 27612

ATTORNEY DOCKET NUMBER: ASL.21000-BECKETT

DOMESTIC REPRESENTATIVE

Name: Devon E. White
Address Line 1: 3110 Edwards Mill Road, Suite 300
Address Line 4: Raleigh, NORTH CAROLINA 27612

NAME OF SUBMITTER: Devon E. White

SIGNATURE: /DEW/

DATE SIGNED: 05/01/2014

Total Attachments: 6

source=Assignment of Trademarks from Beckett Media LLC#page1.tif
source=Assignment of Trademarks from Beckett Media LLC#page2.tif
source=Assignment of Trademarks from Beckett Media LLC#page3.tif
source=Assignment of Trademarks from Beckett Media LLC#page4.tif
source=Assignment of Trademarks from Beckett Media LLC#page5.tif
source=Assignment of Trademarks from Beckett Media LLC#page6.tif

**ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS AND ACCOMPANYING
REGISTRATIONS AND GOODWILL**

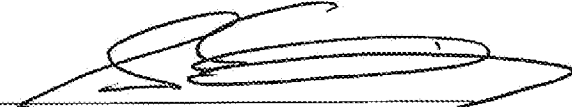
Effective as of December 30, 2013 (the "**Effective Date**"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Beckett Media, LLC, a Delaware limited liability company ("**Assignor**"), does hereby sell, assign, transfer and set over to Alliance Services Ltd., a Bermuda exempted company ("**Assignee**"), all of Assignor's worldwide rights, title and interest in and to the trademarks and service marks and registrations thereof listed on **Exhibit A** attached hereto (collectively, the "**Marks**"), any renewals or extensions of such registrations, and all rights therein and thereto in any country or locality worldwide, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks and the resulting right to recover damages and profits for past, present or future infringements or unauthorized uses thereof, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made.

Assignor agrees to execute and deliver at the request of Assignee, any papers, instruments and assignments reasonably necessary to vest in Assignee all of Assignor's right, title and interest in and to the Marks and the applications and registrations therefor and/or to provide evidence to support such assignment in the event such evidence is reasonably necessary and to the extent such evidence is in the possession or control of Assignor.

[Remainder of Page Intentionally Left Blank]

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

BECKETT MEDIA, LLC

By: 

Name: Greg E. Lindberg

Title: Chairman

Date: March 25, 2014

ALLIANCE SERVICES LTD.

By: _____

Name: _____

Title: _____

Date: _____

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

BECKETT MEDIA, LLC

By: _____

Name: _____

Title: _____

Date: _____

ALLIANCE SERVICES LTD.

By:  _____

Name: **Marcello A. Ausenda**
Director

Title: _____

Date: **APR 08 2014**

EXHIBIT A

ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS AND ACCOMPANYING REGISTRATIONS AND GOODWILL

Mark	App. No.	Reg. No.	Reg. Date	Goods/Services
PLAID PARASOL	85/959,309			
B and Design		2,417,644		
B and Design		2,461,317		
BECKETT (European Community)		011063716		
BECKETT (Japan)		5567713		
BECKETT (Japan)		4179419		
BECKETT (United Kingdom)		2629014		
BECKETT (Australia)		701019		
BECKETT (Australia)	1503342			
BECKETT (European Community)		000186627		
BECKETT (Brazil)	840238088			
BECKETT (Canada)	1,590,114			
BECKETT (India)	2380782			
BECKETT (Mexico)	1309968			
BECKETT		1,734,726		
BECKETT		2,108,233		
BECKETT		2,331,054		
BECKETT		2,325,440		
BECKETT		2,482,116		
BECKETT CHANNEL INTEGRATION		3,625,878		
BECKETT CHANNEL INTEGRATION & Design		3,630,053		
BECKETT ELITE		3,255,733		
BECKETT MASSIVE ONLINE GAMER		3,346,991		
BVG		2,668,476		
COLLECT CARDS. IT'S AMERICA'S HOBBY.		3,363,283		
THE #1 AUTHORITY ON COLLECTIBLES		3,321,934		
THE HOBBY'S MOST RELIABLE AND RELIED UPON SOURCE		2,410,767		

Mark	App. No.	Reg. No.	Reg. Date	Goods/Services
THE HOBBY'S MOST RELIABLE AND RELIED UPON SOURCE		2,410,768		
THE WORLD'S MOST TRUSTED SOURCE IN COLLECTING		3,055,211		
AMERICAN FARMHOUSE STYLE	86/120,126			
AMERICAN MADE LIVING	86/117,831			
BECKETT FANSHOP	86/116,675			
FANSHOP	86/116,717			
GRADED GALLERY FOOTBALL COLLECTION	86/117,868			
MAKE IT VINTAGE	86/120,124			
THE WORLD'S MOST TRUSTED SOURCE IN COLLECTING	85/728,060			
WORLD OF FIREPOWER	85/625,688			
ACTION PURSUIT GAMES		2,609,146		
AMERICAN SURVIVAL GUIDE		1,675,834		
BOW & ARROW HUNTING		2,178,656		
COTTAGES AND BUNGALOWS		3,337,523		
DIESEL WORLD		3,283,763		
DRAG RACER		2,138,044		
ELITE FIGHTER		3,495,709		
GUN WORLD		2,176,969		
KNIVES ILLUSTRATED		1,657,870		
LOW SUGAR LIFE	85/818,065			
MAXIMUM DRIVE	85/818,056			
MUSCLE CAR POWER		3,407,172		
ORE OFF-ROAD ENTHUSIAST		3,432,496		
ROMANTIC HOMES		2,005,194		
THE WORLD OF RODS		3,432,491		
ULTIMATE DIESEL BUILDERS GUIDE	85/751,378			
ULTIMATE GRAPPLING		3,529,414		
ULTIMATE MMA		4,200,952		
VICTORIAN HOMES		1,976,514		

H: 412257

TRADEMARK
REEL: 005272 FRAME: 0073

Mark	App. No.	Reg. No.	Reg. Date	Goods/Services
WELL STYLED HOMES		4,336,156		
YUM		4,069,513		
GO GLUTEN FREE	86/117,852			
LOW SUGAR LIVING	86/098,112			
VINTAGE HOLIDAY	86/117,860			