

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM333661

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Antioch Company, LLC and its Affiliated Debtors Liquidating Trust		09/23/2014	TRUST: UNITED STATES
RECEIVING PARTY DATA			
Name:	Haramaki Holdings Limited		
Street Address:	43 Gage Street		
Internal Address:	3G New Central Mansion		
City:	Central		
State/Country:	HONG KONG		
Entity Type:	CORPORATION: HONG KONG		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2942989	PERSONA	
CORRESPONDENCE DATA			
Fax Number:	6124927077		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	612-492-7000		
Email:	ip@fredlaw.com, rgin@fredlaw.com		
Correspondent Name:	Jessica D.H. Allen		
Address Line 1:	200 South Sixth Street		
Address Line 2:	Suite 4000		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	71838.1		
NAME OF SUBMITTER:	Jessica D.H. Allen		
SIGNATURE:	/Jessica D.H. Allen/		
DATE SIGNED:	03/02/2015		
Total Attachments: 2			
source=The Antioch Co LLC & Debtors (ASSIGNMENT) to Haramaki 71838.1 US trademarks#page1.tif			
source=The Antioch Co LLC & Debtors (ASSIGNMENT) to Haramaki 71838.1 US trademarks#page2.tif			

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TRADEMARK ASSIGNMENT AGREEMENT

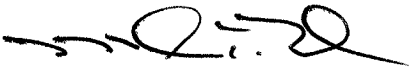
This Trademark Assignment Agreement (“Agreement”), dated as of this 23rd day of September, 2014, is made by The Antioch Company, LLC, and its Affiliated Debtors Liquidating Trust (“Assignor”), in favor of Haramaki Holdings Limited (“Assignee”), the purchaser of certain assets of Assignor pursuant to a Purchase Agreement between Assignor and Assignee, dated as of July 2, 2014 (“PA”).

WHEREAS, Assignor and Assignee have entered into the PA, under which Assignor sold, transferred, assigned and conveyed to Assignee certain intellectual property and agreed to execute and deliver this Agreement for recording with governmental authorities, including the U.S. Patent and Trademark Office.

NOW, THEREFORE, for and in consideration for the execution of the PA, the payment of the consideration stipulated in the PA and other good and valuable consideration, the receipt and sufficiency of which we hereby acknowledged, and in all cases subject to the terms and conditions of the PA, Assignor hereby sells, transfers, assigns and conveys to Assignee, its successors and assigns, its entire right, title and interest in and to the Marks, provided that, with respect to the United States intent-to-use trademark applications set forth in Exhibit A hereto, the transfer of such applications accompanies, pursuant to the PA, the transfer of Assignor’s business, or portion of the business to which the trademark pertains, and that business is ongoing and existing, the goodwill of the business associated with the Marks, all rights to seek and collect damages and other relief for past and future infringements and all proceeds thereof and all other rights and proceeds associated therewith. The parties acknowledge and agree that the representation, warranties, covenants, agreements and indemnities contained in the PA are not superseded hereby but shall remain in full force and effect to the full extent provided therein.

IN WITNESS WHEREOF, Assignor has caused this Agreement to be executed as of the date first written above.

The Antioch Company, LLC, and its Affiliated
Debtors Liquidating Trust

By:  _____

Print Name: Mark Hooley

Print Title: Its Liquidating Trustee

EXHIBIT A

Trademark	Serial/Reg. No	Country
CREATIVE MEMORIES	1979739	U.S.
CREATIVE MEMORIES	2099073	U.S.
CREATIVE MEMORIES	3188080	U.S.
CREATIVE MEMORIES	3194123	U.S.
FLEX-HINGE	2381310	U.S.
MEMORY KEEPERS	2331237	U.S.
PERSONA	2942989	U.S.
PICFOLIO	3118384	U.S.
POWER	3028415	U.S.
PRECIOUS ELEMENT	2288028	U.S.
PXL CAFÉ	4088684	U.S.
SBCSTUDIO	3971803	U.S.
SHORT CUTS	2156978	U.S.
WEBWAY	0437930	U.S.
	1975054	U.S.
CREATIVE MEMORIES	4405451	U.S.
CREATIVE MEMORIES	4430798	U.S.