

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM359109

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Live in Love, Inc.		03/13/2015	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	American Stationery Company, Inc.		
Street Address:	100 N. Park Avenue		
City:	Peru		
State/Country:	INDIANA		
Postal Code:	46970		
Entity Type:	CORPORATION: INDIANA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2642157	FAMILY LABELS	
Registration Number:	2671348	AMAZINGLABELS	
Registration Number:	3007349	PUTTING SMILES ON FACES	
Registration Number:	3466513	GUARANTEED TO DELIVER A SMILE	
CORRESPONDENCE DATA			
Fax Number:	2484407300		
<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:	2484305771		
Email:	tmdocketing@bluefilamentlaw.com		
Correspondent Name:	Mary Margaret L. O'Donnell		
Address Line 1:	450 N. Old Woodward		
Address Line 2:	First Floor		
Address Line 4:	Birmingham, MICHIGAN 48009		
ATTORNEY DOCKET NUMBER:	55305-0010		
NAME OF SUBMITTER:	Mary Margaret L. O'Donnell		
SIGNATURE:	/MMLO/		
DATE SIGNED:	10/19/2015		
Total Attachments: 1			

OP \$115.00 2642157

SHORT FORM TRADEMARK ASSIGNMENT

Live in Love, Inc. dba Family Labels, a Florida corporation, with an address of 1931 Banks Road, Margate, Florida 33063 ("Assignor"), wishes to assign to American Stationery Company, Inc., an Indiana corporation, with an address of 100 N. Park Avenue, Peru, Indiana 46970 ("Assignee"), the entire right, title and interest in and to the following trademarks and/or service marks:

MARK	COUNTRY	REG. NO.
FAMILY LABELS	U.S.	2642157
AMAZINGLABELS	U.S.	2671348
PUTTING SMILES ON FACES	U.S.	3007349
	U.S.	3466513

and any and all rights and privileges under the trademark laws of the United States of America and the individual states of the United States of America and foreign jurisdictions with respect to the foregoing; along with the associated goodwill to which the marks pertain; and any and all renewals thereof, together with the right to bring suit and collect for past, present and future infringements thereof, (collectively, the "Trademark Rights").

In view of good and valuable consideration, the payment of ten dollars (\$10.00), and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee any and all right, title and interest in and to the Trademark Rights.

Assignor shall, without further consideration, execute any additional documents and take such further action as may be reasonably requested by Assignee to vest in Assignee good, valid and marketable title to the Trademark Rights.

This Trademark Assignment and all terms of this Trademark Assignment shall be binding upon and inure to the benefit of the parties and their respective heirs, personal and legal representatives, successors and assigns.

LIVE IN LOVE, INC. dba FAMILY LABELS	AMERICAN STATIONERY COMPANY, INC.
ASSIGNOR	ASSIGNEE
Date: March <u>13</u> , 2015	Date: March <u>13</u> , 2015
By:	By:
Name: William J. Berg	Name: Michael Bakelhorn
Title: President	Title: President