

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM370664

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Gerffert Company, Inc.		11/10/2012	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Christian Brands, Inc.		
<b>Street Address:</b>	5226 S. 31st Pl.		
<b>City:</b>	Phoenix		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85040		
<b>Entity Type:</b>	CORPORATION: ARIZONA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77311358	GERFFERT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6233218809		
<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>			
<b>Phone:</b>	6234449791		
<b>Email:</b>	apopham@pophamlawgroup.com		
<b>Correspondent Name:</b>	Amy J. Popham		
<b>Address Line 1:</b>	12725 W. Indian School Rd.		
<b>Address Line 2:</b>	Ste. E-101		
<b>Address Line 4:</b>	Avondale, ARIZONA 85392		
<b>NAME OF SUBMITTER:</b>	Amy J Popham		
<b>SIGNATURE:</b>	/Amy J Popham/		
<b>DATE SIGNED:</b>	01/27/2016		
<b>Total Attachments: 2</b>			
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## ASSET PURCHASE AGREEMENT

### PARTIES

SELLER: The Gerffert Company, Inc., a New York Corporation  
BUYER: Christian Brands, Inc., an Arizona Corporation

### PRELIMINARY STATEMENT

A. Seller owns and operates a business which sells religious items located at 4755 37<sup>th</sup> Street, Long Island City, NY 11101 (the "Business").

B. Seller desires to sell certain assets identified in this Agreement to Buyer, and Buyer wishes to buy such assets, all according to the terms and conditions set forth below.

### AGREEMENTS

NOW, THEREFORE, in consideration of the foregoing and other valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties affirm and incorporate the Preliminary Statement into this Agreement, and further agree as follows:

1. Conveyance of Assets. On the Closing Date (as defined below), Seller shall sell, assign, transfer, and convey to Buyer, and Buyer shall purchase from Seller, all of the Seller's right, title and interests in the assets listed herein (collectively referred to as the "Purchased Assets");

1.1 Inventories. All inventory as set forth in Schedule "1.1" attached hereto and incorporated herein by reference ("Inventory").

1.2 Equipment and Other Fixed Assets. All equipment as set forth in Schedule "1.2" attached hereto and incorporated herein by reference ("Equipment") and any lists of referral sources and suppliers.

1.3 Name. Subject to Seller's rights under Section 3.3 and 3.4, Seller hereby grants Buyer a worldwide, exclusive license to use the name and trademark GERFFERT and the GERFFERT logo (collectively, the "Trademarks") in connection with Buyer's business operations. The terms of the license are set forth in Section 3.4 and no separate license will be delivered. Upon Buyer's full payment of the Purchase Price (as defined in Section 4) and satisfaction of the Note (as defined in Section 4), Seller shall assign all of its right, title and interest in and to the Trademarks to Buyer, along with all rights to the Word Mark "Gerffert," registered in the United States Patent and Trademark Office on June 24, 2008, at Serial Number 77311358 and Registration Number 3453139.

2. Excluded Assets. Notwithstanding the provisions of Section 1, it is expressly acknowledged and agreed that all assets other than the Purchased Assets shall be excluded from this transaction (the "Excluded Assets"), including, but not limited to the following:

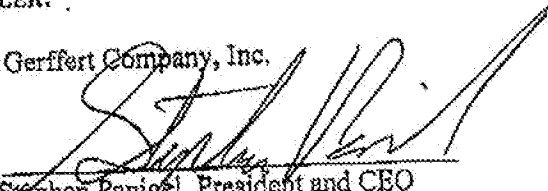
2.1 Organizational Books and Records. The corporate seals, minute books, stock books, tax returns, books of account and other records having to do with the formation and organization of Seller.

IN WITNESS WHEREOF, the parties have executed this Agreement as of November 10, 2012.

SELLER:

The Gerifert Company, Inc.

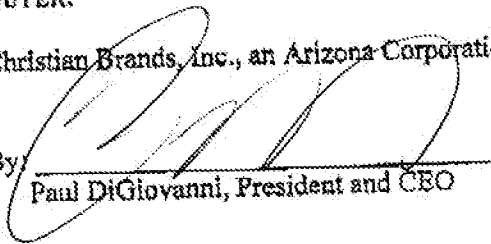
By:

  
Stephen Panigel, President and CEO

BUYER:

Christian Brands, Inc., an Arizona Corporation

By:

  
Paul DiGiovanni, President and CEO