

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM411939

<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>
Michael C. Fina Co., Inc.		01/09/2017	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Michael C. Fina Corporate Sales, Inc.		
<b>Street Address:</b>	33-01 Hunters Point Avenue		
<b>City:</b>	Long Island City		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11101		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 13</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4306387	CELEBRATE SUCCESS	
<b>Registration Number:</b>	4395136	DIAMOND DASH DASH FOR A DIAMOND & A CURE	
<b>Registration Number:</b>	2956208	DORSET	
<b>Registration Number:</b>	3556486	ESERVICE RECOGNITION	
<b>Registration Number:</b>	3505194	FINADIRECT	
<b>Registration Number:</b>	3467909	GIFTNET	
<b>Registration Number:</b>	3546298	LIFESTYLES	
<b>Registration Number:</b>	3028924	MAGIC BOX	
<b>Registration Number:</b>	2253512	MICHAEL C. FINA	
<b>Registration Number:</b>	4504211	MICHAEL C. FINA	
<b>Registration Number:</b>	1728472	MICHAEL C. FINA	
<b>Registration Number:</b>	3169749	ONE SOURCE TOTAL RECOGNITION	
<b>Registration Number:</b>	3152041	TOTAL VISION RECOGNITION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2129537201		
<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>	2124159200		
<b>Email:</b>	ny.trademark@dorsey.com		

OP \$340.00 4306387

**Correspondent Name:** Sarah M. Robertson, Dorsey & Whitney LLP  
**Address Line 1:** 51 West 52nd Street  
**Address Line 4:** New York, NEW YORK 10019-6119

**NAME OF SUBMITTER:** Sarah M. Robertson

**SIGNATURE:** /smr/

**DATE SIGNED:** 01/11/2017

**Total Attachments: 5**

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and delivered as of January 4, 2017 (the "Effective Date"), by Michael C. Fina Co., Inc. ("Assignor"), a Delaware corporation, to Michael C. Fina Corporate Sales, Inc., a New York corporation ("Assignee").

WHEREAS, Assignor is the owner of the Trademarks (as such term is defined below);

WHEREAS, Assignee wishes to acquire all of Assignor's right, title, and interest in and to the Trademarks, and is a successor in interest to the portion of the business of Assignor to which the Trademarks pertain;

WHEREAS, Assignor is willing to assign to Assignee all of its right, title and interest in and to the Trademarks;

WITNESSETH, THAT FOR THE SUM OF ONE HUNDRED DOLLARS (\$100.00), and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor:

Assignor hereby irrevocably assigns, transfers, grants, conveys and sells to Assignee all of its right, title and interest in and to the registration and applications for registration for the trademarks identified on Schedule A hereto (the "Trademarks"), together with the assets and goodwill of the business appurtenant thereto, any and all common law rights therein, and the right to sue for and to recover damages and profits for third-party infringements of the Trademarks, if any, as of the Effective Date.

Michael C. Fina Co., Inc.

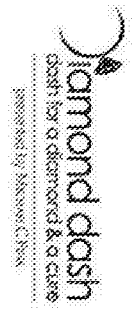
By: [Signature]  
Name: Michael Fina  
Date: 01/04/17

Michael C. Fina Corporate Sales, Inc.

By: [Signature]  
Name: Michael Fina  
Date: 01/04/17

Schedule A - Trademarks

## Trademark Portfolio Report Sorted by Mark

Class/Description	Owner	Trademark	Jurisdiction Status/ Sub Status	Application No Filing Date	Registration No Registration Date
035:	Employee recognition program to promote job quality and longevity.				
	Michael C. Fina Co., Inc.	CELEBRATE SUCCESS	United States of America Registered	85/502,421 Dec 22, 2011	4306387 Mar 19, 2013
	Michael C. Fina Co., Inc.	DIAMOND DASH DASH FOR A DIAMOND & A CURE PI	United States of America Registered	85/771,881 Nov 5, 2012	4395136 Sep 3, 2013
					
036:	Charitable fund raising services.				
	Michael C. Fina Co., Inc.	DORSET	United States of America Registered	78/381,421 Mar 10, 2004	2956208 May 24, 2005
014:	Watches.				
	Michael C. Fina Co., Inc.	ESERVICE RECOGNITION	United States of America Registered	77/433,513 Mar 27, 2008	3556486 Jan 6, 2009
042:	Providing a web site featuring technology that enables companies and organizations to administer and manage employee incentive award programs and to promote employee customizable online system for use by customers in the administration and management of employee recognition reward programs.				
	Michael C. Fina Co., Inc.	FINADIRECT	United States of America Registered	77/433,531 Mar 27, 2008	3505194 Sep 23, 2008
035:	Providing an online searchable database featuring employee-related information for purposes of administering employee recognition award programs.				
	Michael C. Fina Co., Inc.	GIFTNET	United States of America Registered	78/890,419 May 23, 2006	3467909 Jul 15, 2008
035:	Providing custom-designed websites featuring employee recognition award programs.				

**TRADEMARK**  
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# Trademark Portfolio Report Sorted by Mark

Class/Description	Owner	Trademark	Jurisdiction Status/ Sub Status	Application No Filing Date	Registration No Registration Date
	Michael C. Fina Co., Inc.	LIFESTYLES	United States of America Registered	77/433,462 Mar 27, 2008	3546298 Dec 16, 2008
035: Employee recognition incentive award program to promote job quality and longevity.	Michael C. Fina Co., Inc.	MAGIC BOX	United States of America Registered	78/534,614 Dec 17, 2004	3028924 Dec 13, 2005
035: Conducting employee recognition award programs for others to promote job quality and longevity.	Michael C. Fina Co., Inc.	MICHAEL C. FINA	Canada Registered	1,716,360 Mar 2, 2015	TMA941258 Jul 20, 2016
<p>Online retail store services featuring decorative home goods and décor, namely picture frames, jewelry boxes, vases, candlesticks, flatware, bowls, dinnerware, stemware, barware, lighting, candles, table accessories, linens.            Online retail store services featuring jewelry, figures and objects of china, crystal, porcelain, glass and metal, china, silverware, stemware, tableware.            Providing employee recognition, reward, incentive, and engagement programs for other companies to promote job quality and longevity within their respective organizations.            Retail store services and mail order services featuring decorative home goods and décor, namely picture frames, jewelry boxes, vases, candlesticks, flatware, bowls, dinnerware, stemware, barware, lighting, candles, table accessories, linens.            Retail store services and mail order services featuring jewelry, figures and objects of china, crystal, porcelain, glass and metal, china, silverware, stemware, and tableware.</p>					
	Michael C. Fina Co., Inc.	MICHAEL C. FINA	United States of America Registered	75/473,748 Apr 24, 1998	2253512 Jun 15, 1999
035: Retail store services and mail order services featuring jewelry, figures and objects of china, crystal, porcelain, glass and metal; china, silverware, stemware, and tableware.	Michael C. Fina Co., Inc.	MICHAEL C. FINA	United States of America Registered	85/860,813 Feb 26, 2013	4504211 Apr 1, 2014
035: Online retail store services featuring jewelry, figures and objects of china, crystal, porcelain, glass and metal, china, silverware, stemware, tableware; providing employee recognition, reward, incentive, and engagement programs for other companies to promote job quality and longevity within their respective organizations.	Michael C. Fina Co., Inc.	MICHAEL C. FINA	United States of America Registered	74/246,956 Feb 18, 1992	1728472 Oct 27, 1992
042: Retail store services and mail order services featuring jewelry, figures and objects of china, crystal, porcelain, glass and metal, china, silverware, stemware, tableware.					

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# Trademark Portfolio Report Sorted by Mark

Class/Description	Owner	Trademark	Jurisdiction Status/ Sub Status	Application No Filing Date	Registration No Registration Date
035: Employee recognition program to promote job quality and longevity.	Michael C. Fina Co., Inc.	ONE SOURCE, TOTAL RECOGNITION	United States of America Registered	78/543,885 Jan 7, 2005	3169749 Nov 7, 2006
	Michael C. Fina Company	REACH	United States of America Allowed	86/103,589 Oct 28, 2013	
035: Conducting employee recognition award programs to promote job quality and longevity.	Michael C. Fina Co., Inc.	TOTAL VISION RECOGNITION	United States of America Registered	78/543,878 Jan 7, 2005	3152041 Oct 3, 2006

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