

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Forever Memorial, Inc.		05/11/2006	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	Forever Enterprises, Inc.		
Street Address:	10 South Brentwood Boulevard		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63105		
Entity Type:	CORPORATION: TEXAS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2327180	FOREVER	
Registration Number:	2327181	FOREVER ENTERPRISES	
Registration Number:	2327179	FOREVER MEMORIAL	
Serial Number:	78104091		
CORRESPONDENCE DATA			
Fax Number:	(314)863-9388		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	314-863-0800		
Email:	jlm@bks-law.com		
Correspondent Name:	Jeffrey L. Michelman		
Address Line 1:	168 North Meramec Avenue, Suite 400		
Address Line 4:	St. Louis, MISSOURI 63105		
ATTORNEY DOCKET NUMBER:	10624-1		
NAME OF SUBMITTER:	Jeffrey L. Michelman		

CH \$115.00 2327180

Signature:

/Jeffrey L. Michelman/

Date:

05/13/2006

Total Attachments: 3

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**ASSIGNMENT OF
TRADEMARKS AND SERVICE MARKS**

WHEREAS, **FOREVER MEMORIAL, INC.**, a Missouri corporation (hereinafter referred to as "Assignor"), is the owner of the United States trademark and service mark registrations listed on Exhibit Ax attached hereto and incorporated herein by reference (said registrations being hereinafter referred to as the "Marks"); and

WHEREAS, **FOREVER ENTERPRISES, INC.**, a Texas corporation having its principal business address at 10 South Brentwood Boulevard, St. Louis, Missouri 63105 (hereinafter referred to as "Assignee"), is desirous of acquiring the entire right, title, and interest of Assignor in and to the Marks and the goodwill associated therewith.

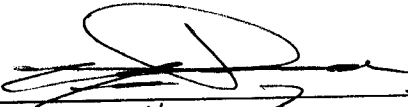
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor, by these presents, does hereby sell, assign, and transfer unto Assignee all of its right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, the same to be held and enjoyed by Assignee, for its own use and benefit and that of its successors and assigns, to the full end of the term for which said Marks are granted, together with all claims for damages by reason of past infringement of said Marks, with the right to sue for and collect the same for its own use and for the use of its successors, assigns, or other legal representatives.

Assignor does hereby covenant and warrant that: (i) it is the legal owner of said Marks and has full right and title thereto and authority to sell, assign, and dispose of the same; (ii) it has not granted any consent, right or license to use the Marks to anyone; (iii) there are no threatened or pending claims, protests, proceedings, or liabilities against Assignor involving the Marks; (iv) prior to execution of this deed, Assignor's right, title, and interest in said Marks has not been otherwise encumbered; and (v) it has not executed, and will not execute, any instrument in conflict herewith.

Assignor does hereby further covenant and agree with Assignee to execute and deliver such other and further instruments and take such other and further actions as may be reasonably necessary or appropriate to transfer said Marks, claims for damages by reason of past infringement, and right to sue and collect therefor to Assignee.

IN WITNESS WHEREOF, the undersigned has caused this instrument to be executed effective the 11th day of May, 2006.

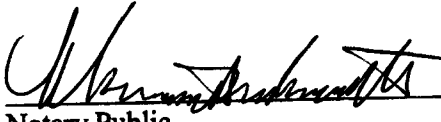
FOREVER MEMORIAL, INC.

By: 
Printed Name: NEBOL TERVIN
Title: SECRETARY

STATE OF MISSOURI)
) SS
COUNTY OF ST. LOUIS)

On this 11th day of May, 2006, before me personally appeared NICKI PROVINCE
SECRETARY, who, being duly sworn, did say that he/she is the
of Forever Memorial, Inc.; that he/she signed the foregoing Assignment of Trademarks and
Service Marks on behalf of said corporation; and acknowledged the foregoing to be the free act
and deed of said corporation.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed an official seal at
my office in the county and state aforesaid, the day and year first above written.



Notary Public

My commission expires:

DEC. 2, 2007

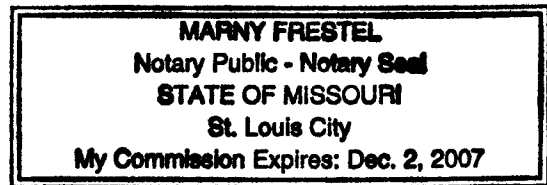


EXHIBIT A
TO ASSIGNMENT OF
TRADEMARKS AND SERVICE MARKS

Mark	Serial No.	Registration No.	Date Filed	Date Registered
FOREVER	75/387,039	2,327,180	November 10, 1997	March 7, 2000
FOREVER ENTERPRISES	75/387,265	2,327,181	November 10, 1997	March 7, 2000
FOREVER MEMORIAL	75/387,038	2,327,179	November 10, 1997	March 7, 2000
MISCELLANEOUS DESIGN (Infinity Logo)	78/104,091	Pending	January 22, 2002	Pending