

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
Amy T. Bernard		06/02/2006	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	BEEHIVE WHOLESALE, INC.		
Street Address:	1901 North Service Road East		
City:	Ruston		
State/Country:	LOUISIANA		
Postal Code:	71270		
Entity Type:	CORPORATION: LOUISIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78459527	SWAP	
CORRESPONDENCE DATA			
Fax Number:	(703)836-2787		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	703-836-6400		
Email:	wutermohlen@oliff.com		
Correspondent Name:	WILLIAM J. UTERMOHLEN		
Address Line 1:	277 South Washington Street, Suite 500		
Address Line 4:	Alexandria, VIRGINIA 22314		
NAME OF SUBMITTER:	William J. Utermohlen		
Signature:	/William J. Utermohlen/		
Date:	06/13/2006		
Total Attachments: 1 source=swapasgn#page1.tif			

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ASSIGNMENT

WHEREAS, AMY T. BERNARD, of 1901 North Service Road East, Ruston, Louisiana 71270, is the owner of record of the Trademark Application No. 78/459,527 filed with the U.S. Patent and Trademark Office on July 30, 2004, for the mark SWAP & Design; and

WHEREAS, BEEHIVE WHOLESALE, INC., a Louisiana business corporation of 1901 North Service Road East, Ruston, Louisiana 71270, was incorporated on January 11, 2005 by Brent and Amy Bernard to carry on the business previously operated by AMY T. BERNARD as a sole proprietorship; and

WHEREAS, BEEHIVE WHOLESALE, INC., has carried on such business since that time, including the business symbolized by the aforesaid mark; and

WHEREAS, it has been AMY T. BERNARD's intent and understanding that the rights to the aforesaid mark and application were contributed to BEEHIVE WHOLESALE, INC., effective with its commencement of operations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, AMY T. BERNARD confirms that she did and does hereby assign and transfer unto BEEHIVE WHOLESALE, INC. all of her right, title and interest in and to the aforesaid mark in the United States, as well as any other trademarks used by her in her sole proprietorship business, together with the goodwill of the business connected with the use of and symbolized by the aforesaid marks and application, effective January 11, 2005.

By:


AMY T. BERNARD

Date: June 2, 2006