

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	10/01/2004

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
SCP Distributors LLC		07/06/2006	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

Name:	Alliance Trading, Inc.
Street Address:	109 Northpark Blvd.
City:	Covington
State/Country:	LOUISIANA
Postal Code:	70433
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2371287	REGAL

**CORRESPONDENCE DATA**

Fax Number: (615)687-1537  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (615) 259-1450  
 Email: micol.cecchi@arlaw.com  
 Correspondent Name: Micol Cecchi  
 Address Line 1: 424 Church Street  
 Address Line 2: Suite 2800  
 Address Line 4: Nashville, TENNESSEE 37219

ATTORNEY DOCKET NUMBER:	9337-23
NAME OF SUBMITTER:	Micol Cecchi

Signature:

/Micol Cecchi/

Date:

07/07/2006

Total Attachments: 2

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## ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made effective July 6, 2006 by and among SCP Distributors, LLC, a Delaware limited liability company with an address of 109 Northpark Blvd., Covington, LA 70433 (hereinafter referred to as "Assignor") and Alliance Trading, Inc., a Delaware corporation with an address of 109 Northpark Blvd., Suite 400, Covington, LA 70433 (hereinafter referred to as "Assignee").

WHEREAS, on October 1, 2004, Assignor assigned unto Assignee all right, title and interest in and to the Marks and the Applications throughout the world together with the goodwill of the business which is symbolized by the Marks, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged;

NOW, THEREFORE, Assignor and Assignee, each intending to be legally bound, hereby agree as follows:

WHEREAS, Assignor has adopted and is using or intends to use the trademark **REGAL** registered with the U.S. Patent and Trademark Office under registration no. 2,371,287 including variations thereof and any and all common law rights attached thereto (the "Mark"), and the goodwill of the business associated therewith; and

WHEREAS, Assignor has previously assigned to Assignee all right, title and interest in and to the Mark with the goodwill of the business in connection with which the Mark is used, including all foreign rights corresponding thereto; and

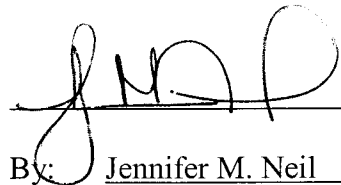
WHEREAS, Assignor desires to reaffirm its prior assignment to Assignee in writing and assign, all right, title, and interest in and to the Mark together with the goodwill of the business in connection with which the Mark is used, including all foreign rights corresponding thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee, each intending to be legally bound, hereby agree as follows:

Assignor does hereby assign, transfer, and set over to Assignee its entire right, title, and interest in and to the Trademark(s), together with the goodwill of the business in connection with which the Trademark(s) is used, and all registrations and applications therefor in the United States and in all foreign countries, including any renewals and extensions of the registrations that are or may be secured under the laws of the United States and in all foreign countries, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all claims for damages by reason of past, present, or future infringement or other unauthorized use of the Trademark(s), with the right to sue for and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representatives.

**SCP Distributors, LLC**

Date: July 6, 2006

  
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By: Jennifer M. Neil

Title: General Counsel and Secretary