

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
King Research, Inc.		04/30/2007	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Blueco Brands Corporation		
<b>Street Address:</b>	2730 West Silver Spring Road		
<b>City:</b>	Milwaukee		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53209		
<b>Entity Type:</b>	CORPORATION: WISCONSIN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	0828333		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(414)225-9753		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(414) 225-9755		
<b>Email:</b>	docketing@boylefred.com		
<b>Correspondent Name:</b>	Peter C. Stomma		
<b>Address Line 1:</b>	250 E. Wisconsin Avenue		
<b>Address Line 2:</b>	Suite 1030		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>ATTORNEY DOCKET NUMBER:</b>	1631.110		
<b>NAME OF SUBMITTER:</b>	Peter C. Stomma		
<b>Signature:</b>	/Peter C. Stomma/		
<b>Date:</b>	04/30/2007		

**CH \$40.00 0828333**

Total Attachments: 1  
source=00130346#page1.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made as of this 30<sup>th</sup> day of April, 2007, by KING RESEARCH, INC., a New York corporation, ~~and KING B&K RESEARCH WESTERN CORP.~~ a New York corporation (collectively, ("Assignor") to BLUECO BRANDS CORPORATION ("Assignee").

RECITALS:

A. Assignor has adopted and is using the mark TWO HEART LOGO, Registration No. 828,333 and a Registration date of May 2, 1967 ("Mark").

B. Assignee desires to acquire the Mark and the registration thereof pursuant to the Asset Purchase Agreement between Assignor and Assignee.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt to which by Assignor and Assignee is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee all of its rights, title and interest in the Mark, together with all goodwill associated therewith.

Absent express authorization by Assignee, Assignor agrees to refrain from the use of the Mark in any way and for any purpose or to use in commerce any other mark in connection with the sale, offering for sale, distribution, or advertising of any goods or services when such use is likely to cause confusion, or to cause mistake, or to deceive any party as to the source of any goods and services offered by Assignor or as to the sponsorship of Assignor, its business, products, or services. The waiver by Assignee of a breach by Assignor of this section shall not operate or be construed as a waiver of any subsequent breach by Assignor. Any use of the Mark by Assignor, under the terms of this section or otherwise, shall inure to the benefit of Assignee.

This agreement shall be binding upon and shall inure to the benefit of the heirs, legal representatives, successors, and assigns of the parties hereto.

Dated as of the date first written above.

KING RESEARCH, INC.

By: Bernard R. King  
Bernard R. King, President

~~B&K KING RESEARCH WESTERN CORP.~~

~~By: Bernard R. King  
Bernard R. King, President~~

(00130210 DOC 1)

APR-30-2007 12:35

007

000