

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
King Louie International, Inc.		05/17/2007	CORPORATION: KANSAS
Pleasant Hill Mfg. Co.		05/17/2007	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	King Louie America, L.C.		
Street Address:	6600 College Boulevard		
Internal Address:	Suite 310		
City:	Overland Park		
State/Country:	KANSAS		
Postal Code:	66211		
Entity Type:	CORPORATION: KANSAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0784876		
CORRESPONDENCE DATA			
Fax Number:	(913)451-0875		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	913-451-5100		
Email:	ipdocketing@lathropgage.com		
Correspondent Name:	Gerald M. Kraai		
Address Line 1:	10851 Mastin Boulevard		
Address Line 2:	Building 82, Suite 1000		
Address Line 4:	Overland Park, KANSAS 66210-1669		
ATTORNEY DOCKET NUMBER:	467691/449026 BILLING		
NAME OF SUBMITTER:	Gerald M. Kraai		

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Signature:

/Gerald M. Kraai/

Date:

05/18/2007

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT is made this 17th day of MAY, 2007, from King Louie International, Inc., a Kansas corporation, and Pleasant Hill Mfg. Co., a Missouri corporation (the "Assignors") to King Louie America, L.C., a Kansas limited liability company (the "Assignee"), having its principal place of business at 6600 College Boulevard, Suite 310, Overland Park, Kansas, 66211.

WITNESSETH:

WHEREAS, the Assignors are the owners of all rights, title, and interest in and to the Trademark and United States Trademark Registration for the bowler on the collar design mark, Registration Number 784,876 (the "Trademark") and associated goodwill; and


WHEREAS, the Assignee is desirous of acquiring the entire rights in and to the Trademark and associated goodwill;

NOW, THEREFORE, to all whom it may concern, be it known that said Assignors, for good and valuable consideration, receipt of which is hereby acknowledged, has sold, assigned, transferred, and set over, and by these presents does hereby sell, assign, transfer, and set over to said Assignee, its successors and assignees the entire right, title, and interest in and to said Trademark and to the good will symbolized by said Trademark, said right, title, and interest to be held and enjoyed by said Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by said Assignors had this assignment not been made; together with all claims for damages by reason of past infringement of said Trademark, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment if its successors, assignee or other legal representatives.

IN WITNESS WHEREOF, said Assignors has caused these presents to be executed by an officer thereof, thereunto duly authorized this 17th day of MAY, 2007.

ASSIGNORS:

KING LOUIE INTERNATIONAL, INC.

By: 
Name: Brett Hackworth
Title: President

PLEASANT HILL MFG. CO.


By: 

Name: Brett Hackworth

Title: President

ASSIGNEE:

KING LOUIE AMERICA, L.C.

By: 

Name: Michael Lerner

Title: Manager