

**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>
World of Treasures Imports, Inc.		02/04/2009	CORPORATION: NORTH CAROLINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Shawn Patrick Finley		
<b>Street Address:</b>	1336 Verdict Ridge Drive		
<b>City:</b>	Denver		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	28037		
<b>Entity Type:</b>	INDIVIDUAL: UNITED STATES		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77206199	BERLONZI	
<b>Registration Number:</b>	3528420	COUTURE MI AMORE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(704)335-9674		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	trademarks@parkerpoe.com		
<b>Correspondent Name:</b>	William B. Cannon		
<b>Address Line 1:</b>	150 Fayetteville St., Ste. 1400		
<b>Address Line 4:</b>	Raleigh, NORTH CAROLINA 27602		
<b>ATTORNEY DOCKET NUMBER:</b>	105410		
<b>NAME OF SUBMITTER:</b>	William B. Cannon		
<b>Signature:</b>	/William B. Cannon/		
<b>Date:</b>	02/09/2009		

OP \$65.00 77206199

Total Attachments: 2

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## ASSIGNMENT OF TRADEMARKS AND ACCOMPANYING GOODWILL

This ASSIGNMENT OF TRADEMARKS AND ACCOMPANYING GOODWILL is effective as of the 4<sup>th</sup> day of February, 2009 (hereinafter the "Effective Date"), by and between World of Treasures Imports, Inc) and Shawn Patrick Finley.

**WHEREAS** World of Treasures Imports, Inc., a company organized and existing under the laws of the state of North Carolina, with an address at P.O. Box 480219, Charlotte, NC 28269 ("Assignor"), is the owner of all rights, titles, and interests in and to: (i) the BERLONZI trademark and the application therefor in the United States Patent & Trademark Office as shown in Serial No. 77206199, filed on the Principal Register of Trademarks on June 14, 2007, the goodwill of the business associated therewith and symbolized thereby, and all rights appurtenant thereto, including but not limited to, all common law rights, if any, causes of action, all interests, claims, and rights for damages, profits and other awards by reason of any past infringement, dilution, misappropriation or other violation thereof, and the right to sue therefor, and (ii) the COUTURE MI AMORE trademark and the registration therefor in the United States Patent & Trademark Office as shown in Registration No. 3528420, registered on the Principal Register of Trademarks on November 4, 2008, the goodwill of the business associated therewith and symbolized thereby, and all rights appurtenant thereto, including but not limited to, all common law rights, if any, causes of action, all interests, claims, and rights for damages, profits and other awards by reason of any past infringement, dilution, misappropriation or other violation thereof, and the right to sue therefor (collectively, the "Marks");

**WHEREAS** Shawn Patrick Finley, a North Carolina resident with an address at 1336 Verdict Ridge Drive, Denver, NC 28037 ("Assignee"), is desirous of acquiring Assignor's rights in the Marks, and all goodwill associated therewith and symbolized thereby and all rights appurtenant thereto;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which Assignor acknowledges by its execution below, Assignor assigns, as of the Effective Date, to Assignee all rights, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks and together with any and all interests, claims and rights for damages and profits by reason of any past infringement or unauthorized use of the Marks, false designations of origin, unfair competition, deceptive trade practices and/or dilution related to the Marks, use of confusingly similar marks or names by others and all other related causes of action and the right to sue therefor.

Assignor agrees to perform all reasonable and proper additional acts (including but not limited to the transfer to Assignee of Assignor's files and records relating to the Marks and the complete application and registration files and prosecution history) and to execute any additional documents at the request and expense of Assignee which Assignee may require in order to transfer all of Assignor's rights, title and interest in and to the Marks and/or the rights appurtenant thereto to Assignee, its successors or assigns.

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IN WITNESS WHEREOF, we have hereto set our hand(s) and seal(s) on the dates set forth below.

WORLD OF TREASURES IMPORTS, INC.

Assignor

By: Shawn P. Finley  
Name: Shawn P. Finley  
Title: PRESIDENT  
Date: 2/4/09

SHAWN PATRICK FINLEY

Assignee

By: Shawn Patrick Finley  
Name: Shawn Patrick Finley  
Title: PRESIDENT  
Date: 2/4/09

STATE OF NORTH CAROLINA

COUNTY OF Mecklenburg

I, Lori Plummer, a Notary Public of the County and State aforesaid, certify that Shawn Patrick Finley, either being personally known to me or proven by satisfactory evidence, said evidence being NCDL 2832725, personally appeared before me this day, and acknowledged the voluntarily due execution of the foregoing Assignment by him for the purposes stated therein.

WITNESS my hand and official stamp or seal, this 4<sup>th</sup> day of February, 2009.

Lori Plummer  
Notary Public Lori Plummer  
(Type or Print Name)

My Commission expires: \_\_\_\_\_  
LORI PLUMMER  
Notary Public, Mecklenburg County, NC  
My Commission Expires October 31, 2009

