

USPTO

10/20/2009 10:07:32 PM PAGE 4/006 Fax Server

TO: JOSEPH AGOSTINO COMPANY: GREENBERG TRAUERIG, LLP

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

**10/20/2009  
 900145673**

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Bernard A. Kroll		10/08/2009	INDIVIDUAL:
Shelley Kroll Sachs		10/09/2009	INDIVIDUAL:

**RECEIVING PARTY DATA**

<b>Name:</b>	LaRose Industries, LLC
<b>Street Address:</b>	1578 Sussex Turnpike
<b>City:</b>	Randolph
<b>State/Country:</b>	NEW JERSEY
<b>Postal Code:</b>	07889
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: <b>NEW JERSEY</b>

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1679897	COLOROLA

**CORRESPONDENCE DATA**

**Fax Number:** (973)295-1292  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 973-443-3572  
**Email:** agostinoj@gtlaw.com  
**Correspondent Name:** Joseph Agostino  
**Address Line 1:** Greenberg Traurig, LLP  
**Address Line 2:** 200 Park Avenue  
**Address Line 4:** Florham Park, NEW JERSEY 07932

<b>ATTORNEY DOCKET NUMBER:</b>	105432-011000
<b>NAME OF SUBMITTER:</b>	Joseph Agostino
<b>Signature:</b>	/Joseph Agostino/

CH \$40.00 1679897

USPTO

10/20/2009 10:07:32 PM PAGE 5/006 Fax Server

TO: JOSEPH AGOSTINO COMPANY: GREENBERG TRAURIG, LLP

Date:

10/20/2009

Total Attachments: 1

source=1679887#page1.tif

**TRADEMARK ASSIGNMENT**

This Assignment is made by and between Bernard A. Kroll, having an address of 28 Vanderbilt Road, Scarsdale, New York 10583 and Shelley Kroll Sachs, having an address of 7057 S. Verbena Circle, Englewood, Colorado 80112 ("Assignors"), and LaRose Industries, LLC, a limited liability company organized under the laws of the state of New Jersey, having an address of 1578 Sussex Turnpike, Randolph, New Jersey 07869 ("Assignee"). This Assignment is effective as of the later of the dates executed below.

**WHEREAS**, Assignors are joint owners of all right, title, and interest in, to and under U.S. Trademark Registration No. 1,679,897, registered on March 17, 1992, for the mark "COLOROLA" for use in connection with a "toy recoloring box, namely, a "scroll-like" toy containing pictures that one colors on" in International Class 28 and all common law rights in, to and under such mark (hereinafter referred to as the "Trademark") and have the full right to make the conveyance herein;

**WHEREAS**, Assignors have been granted all right, title and interest in, to and under the Trademark from the Estate of Frederick H. Kroll as the beneficiaries thereof, the decedent Frederick H. Kroll having been the registrant and prior owner of the Trademark;

**WHEREAS**, Assignee desires, and Assignors have agreed to assign to Assignee, their entire right, title and interest in, to and under the Trademark, together with that part of the goodwill of the business connected with the use of and symbolized by the Trademark;

**NOW, THEREFORE**, for a donation in the amount of seven thousand five hundred dollars (\$7,500.00) to Alzheimer's Community Care, Inc. and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby sell, assign and transfer to Assignee their entire right, title, and interest in, to and under the Trademark, and the registration therefor, together with that part of the goodwill of the business connected with the use of and symbolized by the Trademark and all rights and causes of action to recover past, present or future damages, royalties, fees, profits or other relief, including but not limited to, equitable and injunctive relief ensuing from infringement of the Trademark.

**IN TESTIMONY WHEREOF**, we have hereunto set our hands on the dates indicated below.

**ASSIGNOR**

**ASSIGNOR**

Bernard A. Kroll

Shelley Kroll Sachs

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

(WP610398.1)