

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
Best Brands Consumer Products, Inc.		12/03/2009	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	SDI Technologies Inc.		
Street Address:	1299 Main Street		
City:	Rahway		
State/Country:	NEW JERSEY		
Postal Code:	07065		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77732532	IBRANDS	
CORRESPONDENCE DATA			
Fax Number:	(914)288-0023		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	914-821-9073		
Email:	sloane@leasonellis.com		
Correspondent Name:	Peter S. Sloane		
Address Line 1:	81 Main Street, Suite 503		
Address Line 4:	White Plains, NEW YORK 10601		
ATTORNEY DOCKET NUMBER:	4739/4266-US0		
NAME OF SUBMITTER:	Peter S. Sloane		
Signature:	/peter sloane/		
Date:	12/07/2009		

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Total Attachments: 1
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DEED OF ASSIGNMENT

WHEREAS, Best Brands Consumer Products, Inc., a corporation organized and existing under the laws of New Jersey, having an address at 20 West 33rd Street, New York, New York 10001 ("Assignor"), is the owner of the following trademark application in the United States:

<u>TRADEMARK</u>	<u>APPN. SER. NO.</u>	<u>DATE OF FILING</u>
iBrands	77/732,532	May 8, 2009

WHEREAS, SDI Technologies Inc., a company organized and existing under the laws of Delaware, having an office and place of business at 1299 Main Street, Rahway, New Jersey 07065 ("Assignee"), is desirous of acquiring said trademark application and all associated goodwill in said trademark; and

WHEREAS, to the best of Assignor's knowledge no opposition proceeding against the application is pending and no other party makes a claim of ownership to said trademark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark and the application therefore, together with the goodwill of the business symbolized by said trademark, and the business of the Assignor, or portion thereof, to which the trademark pertains, if that business is ongoing and existing, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademark.

BEST BRANDS CONSUMER PRODUCTS, INC.

By: 

Name: Albert Kassir

Title: President

Date: 12/3/09