

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
BD NZ Limited (in Liq)		05/10/2010	COMPANY: NEW ZEALAND
RECEIVING PARTY DATA			
Name:	Brand Developers Limited		
Street Address:	151 Beach Road, Parnell		
City:	Auckland		
State/Country:	NEW ZEALAND		
Entity Type:	COMPANY: NEW ZEALAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3537851	VERSI CUTTER	
CORRESPONDENCE DATA			
Fax Number:	(703)685-0573		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(703) 521-2297		
Email:	trademarks@young-thompson.com		
Correspondent Name:	Mark Lebow		
Address Line 1:	209 Madison Street		
Address Line 2:	Suite 500		
Address Line 4:	Alexandria, VIRGINIA 22314		
ATTORNEY DOCKET NUMBER:	4504-1091		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			

OP \$40.00 3537851

Address Line 4:

NAME OF SUBMITTER:

Mark Lebow

Signature:

/ml/

Date:

05/14/2010

Total Attachments: 2

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ASSIGNMENT OF TRADE MARK

THIS ASSIGNMENT dated 10 May 2010

BETWEEN:

BD NZ LIMITED (IN LIQ), a company incorporated in New Zealand as company number 932846 (previously called BRAND DEVELOPERS LIMITED until 29 March 2010 and now in Voluntary Liquidation), of Level 1, 151 Beach Road, Parnell, Auckland, New Zealand, 1010, (hereinafter referred to as "the Vendor") of the one part,

AND

BRAND DEVELOPERS LIMITED, a company incorporated in New Zealand as company number 2435475 on 11 March 2010), of 151 Beach Road, Parnell, Auckland, New Zealand, 1010, (hereinafter referred to as "the Purchaser") of the other part

WHEREAS:

1. The Vendor is the proprietor of the following trade mark registration(s) and or pending trade mark application(s):

Country: United States of America

Mark: Versi Cutter and device

Number: 77/147,250

Class: 07

(hereinafter called "the trade mark")

2. The Vendor has agreed with the Purchaser for the sale to the purchaser of the trade mark for the consideration hereinafter mentioned.

NOW THIS DEED WITNESSETH AS FOLLOWS:

In consideration of the sum of One dollar (\$1.00) now paid by the Purchaser to the Vendor, the receipt of which is hereby acknowledged, the Vendor, as Proprietor of the trade mark, hereby assigns unto the purchaser all the property, right, title and interest in the trade mark, including

(a) the right to claim priority therefrom,

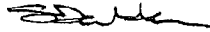
(b) the right to sue for and claim damages or an account of profits for any infringing activities occurring before the date of this assignment and the authority to commence such proceedings in the name of the Vendor alone or jointly with the assignee but at the cost of the Purchaser with all damages, profits, benefits and or award of costs accruing solely to the Purchaser, and

(c) any or all powers benefits, rights and obligations previously vested in the Vendor as proprietor of the application or registration the subject of this assignment,

to hold unto the Purchaser absolutely.

IN WITNESS WHEREOF THIS DEED has been executed the day and year first above written.


Signed on behalf of Vendor by the Liquidator)
in the sight and presence of:)



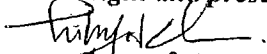
Witness: Simon Dixon)

Occupation: ACCOUNTANT)

Address: PO BOX 3015, AUCKLAND)


Gerald S. REA / Paul G. SARGISON

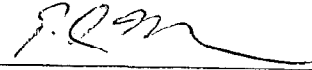
Signed on behalf of Purchaser by its sole)
Director in the sight and presence of:)



Witness: Tiby Chen)

Occupation: PA)

Address: 54 Alicia Rd Howick)


Paul Ernest Meier