

**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>
Schy-Town Inc.		10/27/2010	CORPORATION: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Ketch On Fire		
<b>Street Address:</b>	414 N. Orleans		
<b>Internal Address:</b>	#402		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60654		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: ILLINOIS		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2898177	KETCH ON FIRE	
<b>Registration Number:</b>	1870714	KETCHAPENO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)786-2105		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312-786-2100		
<b>Email:</b>	uspto@alterandpreece.com		
<b>Correspondent Name:</b>	Alter And Preece		
<b>Address Line 1:</b>	53 W. Jackson Blvd.		
<b>Address Line 2:</b>	Suite 1062		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60604		
<b>ATTORNEY DOCKET NUMBER:</b>	30042		
<b>NAME OF SUBMITTER:</b>	Nora A. Preece		

OP \$65.00 2898177

**900175458**

**TRADEMARK  
 REEL: 004308 FRAME: 0554**

Signature:	//nora a preece//
Date:	11/02/2010
Total Attachments: 1 source=Executed_Assignment_SchyTown_30042#page1.tif	

**ASSIGNMENT OF TRADEMARKS AND REGISTRATIONS**

THIS ASSIGNMENT is made and entered into as of the \_\_\_ day of October, 2010 by SCHY-TOWN INC, an Illinois Corporation, David B. Schy, Deborah A. Schy, and their respective successors and assigns, 2240 Catherine St., Northbrook, IL 60062, ("Assignor") in favor of KETCH ON FIRE LLC, an Illinois Limited Liability Corporation, 414 N. Orleans # 402, Chicago, Illinois 60654 ("Assignee").

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor hereby transfers and assigns to Assignee all of its right, title and interest in and to the trademarks, service marks, and Registrations relating to such marks as listed below, together with the goodwill appurtenant thereto:

KETCH ON FIRE	Reg. 2,898,177	U.S.A
KETCHAPEÑO	Reg. 1,870,714	U.S.A
KETCHAPEÑO	Reg. 675,510	MEXICO
KETCHAPEÑO	Reg. TMA555,108	CANADA

Assignor agrees to execute such additional documents as may be reasonably requested by Assignee to further evidence or perfect the foregoing assignment.

Accepted:

SCHY-TOWN INC, Assignor

By [Signature]  
Name David Schy  
Title President

Dated 10-28-10

KETCH ON FIRE LLC, Assignee

By [Signature]  
Name Gregory Schyler  
Title Asst

Dated 10-28-2010