

**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
Wal-Mart Stores, Inc.		11/02/2010	CORPORATION: DELAWARE
Kent International, Inc.		10/26/2010	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Wal-Mart Stores, Inc.
Street Address:	702 SW 8th Street
City:	Bentonville
State/Country:	ARKANSAS
Postal Code:	72716-0520
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	3832894	GENESIS

**CORRESPONDENCE DATA**

Fax Number: (479)277-5889  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 479.273.4505  
 Email: ustm@walmartlegal.com  
 Correspondent Name: Kenneth Oh  
 Address Line 1: 702 SW 8th Street  
 Address Line 4: Bentonville, ARKANSAS 72716-0520

NAME OF SUBMITTER:	Kenneth H. Oh
Signature:	/khoh/
Date:	11/23/2010

Total Attachments: 2

**900176168**

**TRADEMARK  
 REEL: 004420 FRAME: 0596**

**OP \$40.00 3832894**

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**ASSIGNMENT**

**WHEREAS**, Kent International, Inc., a corporation organized and existing under the laws of Delaware, having a place of business at 60 E. Halsey Road, Parsippany, New Jersey 07054-3705 ("Assignor"), owns the entire right, title and interest in and to the following trademark and trademark registration set forth below (hereinafter "Assignor's Trademark");

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
GENESIS	3,832,894	August 10, 2010

**AND WHEREAS**, Wal-Mart Stores, Inc., a corporation organized and existing under the laws of Delaware, having an address of 702 SW 8<sup>th</sup> Street, Bentonville, Arkansas 72716 ("Assignee") is desirous of acquiring the entire right, title and interest in and to the Assignor's Trademark;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee, its legal representatives, successors, the entire right, title and interest in and to Assignor's Trademark, together with the whole of the goodwill pertaining thereto, the same and the rights of the Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives; together with all claims for damages by reason of past infringement of the Assignor's Trademark with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives;

**UPON SAID CONSIDERATION**, Assignor hereby agrees with the said Assignee that Assignor will not execute any writing or do any act whatsoever conflicting with this present, and that Assignor will, at any time upon request, without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, it being understood that the foregoing covenant and agreement shall bind and inure to the benefit of the assigns and legal representatives of Assignor and Assignee;

**IN TESTIMONY WHEREOF**, Assignor has caused the aforesaid trademark to be assigned by its duly authorized officer.

**KENT INTERNATIONAL, INC.**

By: *Arnold B Hamber*

Name: Arnold B Hamber

Title: President

Date: October 26, 2010

**WAL-MART STORES, INC.**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

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

**TRADEMARK**

**REEL: 004420 FRAME: 0598**

**ASSIGNMENT**

**WHEREAS**, Kent International, Inc., a corporation organized and existing under the laws of Delaware, having a place of business at 60 E. Halsey Road, Parsippany, New Jersey 07054-3705 ("Assignor"), owns the entire right, title and interest in and to the following trademark and trademark registration set forth below (hereinafter "Assignor's Trademark");

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
GENESIS	3,832,894	August 10, 2010

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**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee, its legal representatives, successors, the entire right, title and interest in and to Assignor's Trademark, together with the whole of the goodwill pertaining thereto, the same and the rights of the Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives; together with all claims for damages by reason of past infringement of the Assignor's Trademark with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives;

**UPON SAID CONSIDERATION**, Assignor hereby agrees with the said Assignee that Assignor will not execute any writing or do any act whatsoever conflicting with this present, and that Assignor will, at any time upon request, without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, it being understood that the foregoing covenant and agreement shall bind and inure to the benefit of the assigns and legal representatives of Assignor and Assignee;

**IN TESTIMONY WHEREOF**, Assignor has caused the aforesaid trademark to be assigned by its duly authorized officer.

**KENT INTERNATIONAL, INC.**

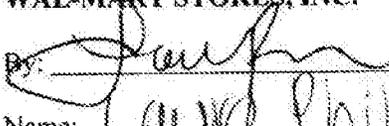
By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

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

**WAL-MART STORES, INC.**

By:  \_\_\_\_\_

Name: Laura Phillips

Title: GM/MSVP

Date: 11/2/10