

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
Brian Pipa		03/11/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Brainy Atom, LLC		
Street Address:	105 Annagrey Circle		
City:	Cary		
State/Country:	NORTH CAROLINA		
Postal Code:	27513		
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85198240	CANDY ADDICT	
CORRESPONDENCE DATA			
Fax Number:	(919)854-2084		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	919-854-1844		
Email:	jsleeper@coatsandbennett.com		
Correspondent Name:	Anthony J. Biller		
Address Line 1:	1400 Crescent Green		
Address Line 2:	Suite 300		
Address Line 4:	Cary, NORTH CAROLINA 27518		
ATTORNEY DOCKET NUMBER:	6562-001		
NAME OF SUBMITTER:	Anthony J. Biller		
Signature:	/AJB/		
Date:	03/15/2011		

CH \$40.00 85198240

Total Attachments: 1

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ASSIGNMENT

WHEREAS, Brian Pipa, a citizen of the United States, residing at 205 Avenet Pines Lane, Holly Springs, North Carolina 27540, is the owner of the mark **CANDY ADDICT** used in conjunction with a website featuring reviews of candy products, candy industry news, candy recipes and providing links to third party online candy retailers; has used the **CANDY ADDICT** mark in this manner since at least as early as October 2, 2005; and is the applicant of U.S. Trademark Application No. 85/198240 for **CANDY ADDICT**, and

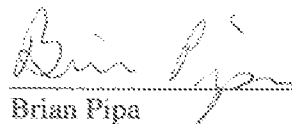
WHEREAS, Brainy Atom, LLC, a North Carolina limited liability company, with a principal place of business at 105 Annagrey Circle, Cary, North Carolina 27513, purchased the assets of the **CANDY ADDICT** business from Mr. Pipa on February 1, 2011.

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, effective February 1, 2011, Brian Pipa assigns to Brainy Atom, LLC the entire right, title and interest in and to the **CANDY ADDICT** mark together with the goodwill of the business associated with the mark and all associated causes of action; and

Brian Pipa further assigns and conveys to Brainy Atom, LLC the entire right, title and interest in and to U.S. Trademark Application No. 85/198240 for **CANDY ADDICT**.

This the 11 day of March, 2011.

By:


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Brian Pipa