

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
ALEENE'S LICENSING COMPANY, LLC		05/31/2011	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	DUNCAN ENTERPRISES		
Street Address:	5673 E. SHIELDS AVENUE		
City:	FRESNO		
State/Country:	CALIFORNIA		
Postal Code:	93727		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2463181	ALEENE'S "TACKY" GLUE	
CORRESPONDENCE DATA			
Fax Number:	(559)229-7295		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	559.299.1135		
Email:	TAGRALL@AGRALL-LAW.COM		
Correspondent Name:	TRACY A. AGRALL		
Address Line 1:	PO BOX 530806		
Address Line 4:	HENDERSON, NEVADA 89053		
ATTORNEY DOCKET NUMBER:	DUNCAN ALLE TACKY		
NAME OF SUBMITTER:	TRACY A. AGRALL		
Signature:	/TRACY A. AGRALL/		
Date:	05/31/2011		
Total Attachments: 1 source=Assignment#page1.tif			

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ASSIGNMENT

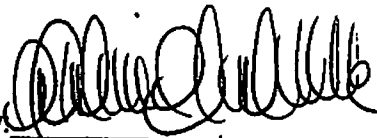
WHEREAS, Aleene's Licensing Company, LLC, a California limited liability company organized and existing under the laws of California and whose business address is 5673 E. Shields Avenue, Fresno, CA 93727, is the owner of the entire right, title and interest in and to the trademark "ALEENE'S TACKY GLUE" together with the goodwill of the business symbolized by the mark which are pending registration in the United States Patent and Trademark Office, having been assigned Registration Number 2463181; and

WHEREAS, Duncan Enterprises, a California corporation organized and existing under the laws of California and whose business address is 5673 E. Shields Avenue, Fresno, CA 93727 is desirous of acquiring the exclusive rights to use said mark together with the registration thereof;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Aleene's Licensing Company, LLC does hereby assign to Duncan Enterprises, the exclusive right, title and interest in and to the above mark together with the goodwill of the business symbolized by the mark, the above-identified registration thereof, and any and all causes of action for infringement of said mark arising prior to the recording of this Assignment in the United States Patent and Trademark Office.

Dated: 5.31.11

Aleene's Licensing Company, LLC

By: 
Yvonne C. Marderosyan
SVP & Chief Creative Officer