

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kitchen Counter Connection, Inc.		11/07/2011	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	The Diller Corporation		
Street Address:	10155 Reading Road		
Internal Address:	c/o Formica Corporation		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45241		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76706736	NEW EDGE	
CORRESPONDENCE DATA			
Fax Number:	(513)786-3260		
Phone:	5137863400		
Email:	tracy.shannon@formica.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	M. Catherine Vernon		
Address Line 1:	10155 Reading Road		
Address Line 2:	c/o Formica Corporation		
Address Line 4:	Cincinnati, OHIO 45241		
NAME OF SUBMITTER:	Tracy Shannon		
Signature:	/t/s/		
Date:	01/13/2012		
Total Attachments: 2 source=KCC to Diller Assignment#page1.tif source=KCC to Diller Assignment#page2.tif			

OP \$40.00 76706736

ASSIGNMENT OF U. S. TRADEMARK APPLICATION

WHEREAS, **Kitchen Counter Connection, Inc.**, a corporation organized under the laws of Florida, having its principal place of business at 123 N. Orchard Street, Building 3-E Ormond Beach, Florida 32174 (hereinafter referred to as Assignor), is the sole owner of an application to register the trademark NEW EDGE, Ser. No. 76/706,736 filed March 10, 2011;

WHEREAS, **The Diller Corporation**, a corporation of the State of Illinois, with a place of business at 10155 Reading Road, Cincinnati, Ohio, 45241 (hereinafter referred to as Assignee) (hereinafter referred to as Assignee), is desirous of acquiring Assignor's entire right, title and interest in and to the said trademark and the United States application therefor, together with the business in connection with which said trademark has been used or is intended to be used in accordance with the provisions of the Technology and Intellectual Property Acquisition Agreement executed by Assignor on: 4/7/11;

NOW, THEREFORE, in consideration of One Dollar and other good and valuable considerations, the receipt of which is hereby acknowledged, said Assignor hereby sells, assigns, and transfers unto Assignee Assignor's entire right, title and interest in and to the trademark and the application therefor, which is being assigned, together with the business in connection with which said trademark has been used or is intended to be used and to which the mark pertains in accordance with the provisions of the Technology and Intellectual Property Acquisition Agreement executed by Assignor on: 4/7/11, the same to be held and enjoyed by the said Assignee, for its own use and benefit, and for the use and benefit of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by said Assignor, if this assignment and sale had not been made; together with all claims for damages by reason of past infringement, with the right to sue for, and collect the same for its

own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, said Assignor has caused these presents to be signed this

7 day of November, 2011.


Kitchen Counter Connection, Inc.
Assignor

By

Its

[Handwritten Signature]
President

State of Florida)
County of Volusia) ss

 PAUL S. ROOY
MY COMMISSION # DD 962912
EXPIRES - March 6, 2014
Bonded thru Evagel Notary Services

On this 7th day of November, 2011, before me a Notary Public in and for the above County and State, personally appeared the above named [Signature] personally known to me, and acknowledged the execution of the foregoing assignment as a free act and deed for the purpose herein set forth.

[Handwritten Signature]
Notary Public