

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
Atlanta Attachment Company		01/27/2012	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	Priceless Plane Products, LLC		
Street Address:	456 Briscoe Blvd.		
City:	Lawrenceville		
State/Country:	GEORGIA		
Postal Code:	30046		
Entity Type:	LIMITED LIABILITY COMPANY: GEORGIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3380168	PRICELESS TUGS	
Registration Number:	2630516	LAZY SUSAN	
Registration Number:	2462556	PRICELESS PLANE PRODUCTS	
Registration Number:	2456185	PRICELESS	
CORRESPONDENCE DATA			
Fax Number:	(404)879-2932		
Phone:	404-879-2432		
Email:	msperry@wcsr.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:	Marcy L. Sperry		
Address Line 1:	PO Box 7037		
Address Line 4:	Atlanta, GEORGIA 30357		
ATTORNEY DOCKET NUMBER:	P127 3003		
NAME OF SUBMITTER:	Marcy L. Sperry		

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TRADEMARK
REEL: 004705 FRAME: 0829

Signature:	/Marcy L. Sperry/
Date:	01/27/2012
Total Attachments: 3 source=Trademark Assignment between Atlanta Attachment Co. and Priceless Plane Products, LLC - v1#page1.tif source=Trademark Assignment between Atlanta Attachment Co. and Priceless Plane Products, LLC - v1#page2.tif source=Trademark Assignment between Atlanta Attachment Co. and Priceless Plane Products, LLC - v1#page3.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT (the "Assignment"), is made between Atlanta Attachment Company, a Georgia corporation with an address at 362 Industrial Park Drive, Lawrenceville, Georgia 30046 (the "Assignor"), and Priceless Plane Products, LLC, a Georgia limited liability company with an address at 456 Briscoe Blvd., Lawrenceville, Georgia 30046 (the "Assignee").

WHEREAS, Assignor is the record owner of certain trademarks and Assignee is desirous of acquiring title to such Trademarks in Assignee's name;

WHEREAS, Assignor and Assignee desire to confirm of record the assignment of certain trademarks and goodwill to Assignee;


NOW, THEREFORE, in consideration of the foregoing recitals, the mutual covenants and conditions contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignor has assigned and transferred and does hereby assign and transfer unto Assignee all right, title and interest in and to: (i) all applications and registrations (US and/or foreign) for the marks/names PRICELESS, PRICELESS PLANE PRODUCTS & Design, PRICELESS TUGS, and LAZY SUSAN & Design, including, but not limited to, the marks depicted in Schedule A; (ii) any and all trademark, service mark, trade name and intellectual property rights, including rights of priority, in the marks/names listed in (i) above, ((i)-(ii) collectively, the "Trademarks"); and (iii) any and all goodwill of the business associated with the Trademarks; and (iv) all causes of action, claims and demands and other rights for, or arising from, any infringement or misappropriation, including past infringements and misappropriations, of the Trademarks.
2. Assignor further agrees without further consideration to cause to be performed such other lawful acts and to be executed such further assignments and other lawful documents as Assignee may from time to time reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the registered owner of the Trademarks, goodwill and all other rights hereby conveyed.

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed by their respective authorized officers.


ASSIGNOR:

Atlanta Attachment Company


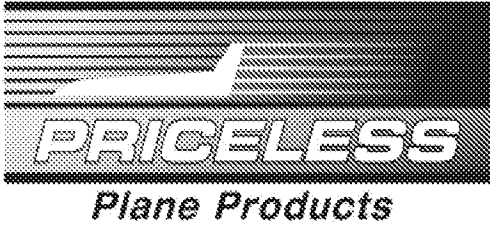
By:  _____
Don Yaun
Vice President of Advertising

ASSIGNEE:

Priceless Plane Products, LLC

By:  _____
Don Yaun
Vice President of Advertising

Schedule A

TRADEMARK	US REGISTRATION NO.	STATUS
PRICELESS TUGS	3380168	Registered
	2630516	Registered
	2462556	Registered
PRICELESS	2456185	Registered