

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
Kendel International Company		05/01/2012	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	New Shining Image, LLC		
Street Address:	183 Tally Ho Road		
City:	Middletown		
State/Country:	NEW YORK		
Postal Code:	10940		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78196334	KENDAL	
CORRESPONDENCE DATA			
Fax Number:	7183217135		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	718-321-7130		
Email:	info@law-gz.com		
Correspondent Name:	Law Offices of Geng & Zhang PLLC		
Address Line 1:	39-07 Prince Street, Suite 3E		
Address Line 4:	Flushing, NEW YORK 11354		
NAME OF SUBMITTER:	Chongyi Mao		
Signature:	/Chongyi Mao/		
Date:	05/01/2012		
Total Attachments: 3 source=Assignment of Mark#page1.tif source=Assignment of Mark#page2.tif source=Assignment of Mark#page3.tif			

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**TRADEMARK ASSIGNMENT**

**THIS TRADEMARK ASSIGNMENT** (the "Assignment") is made and entered into as of the 30 day of April, 2012 (the "Effective Date"), by and between Kendal International Company. ("Assignor"), and New Shining Image, LLC ("Assignee");

**WHEREAS**, Assignor has adopted and used and is using the marks listed in Exhibits 1 ("Mark"); and

**WHEREAS**, Assignor wishes to assign all right, title and interest it has in and to said Mark to Assignee; and

**WHEREAS**, Assignee desires to acquire the Marks and the subject registration and wishes to accept such assignment.

**NOW, THEREFORE**, for good and valuable consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

Assignor hereby transfers and assigns to Assignee, and Assignee hereby accepts all possessed rights, title and interest in and to the Mark and the subject registration on a worldwide basis, including renewal rights therein, the exclusive right to enforce and obtain registrations on a worldwide basis in the sole name of the Assignee, its successors or assigns, together with the goodwill of the business associated with the Marks, along with the right to recover for damages and profits and other remedies for past infringements of the Marks.

**IN WITNESS WHEREOF**, the parties are duly authorized to and do hereby execute this Assignment as of the Effective Date.

ASSIGNOR

ASSIGNEE

Kendal International Company

New Shining Image, LLC

By: 

By: 

Name: Hua Ting Li

Name: Hua Ting Li

Title: President

Title: President

**EXHIBIT 1**

**MARK:**

1. KENDAL (stylized)

United States Registration Number: 2,955,561

Registered: May 24, 2005

Serial Number: 78-196,334

Filed: 12-19-2002

UNANIMOUS CONSENT OF THE SHARE HOLDERS AND  
DIRECTORS  
IN LIEU OF A SPECIAL JOINT MEETING OF  
SHAREHOLDERS AND DIRECTORS OF  
**KENDAL INTERNATIONAL COMPANY**

The undersigned, being the sole Shareholder and Directors of KENDAL INTERNATIONAL COMPANY, (hereinafter referred to as the "Corporation") do hereby consent in writing to the adoption of the following resolutions, and do hereby authorize and approve the taking of the actions described therein, in lieu of a special joint meeting of the Shareholders and Directors of the Corporation:

RESOLVED, that the Corporation does hereby authorize and approve the assignment of Trademarks Registration No. 2,955,561 (Kendal) pursuant to the Trademark Assignment Agreement dated 30 April, 2012, by and between KENDAL INTERNATIONAL COMPANY and NEW SHINING IMAGE, LLC, or on such other terms and conditions as any officer of the Corporation may deem necessary or appropriate; and be it further

RESOLVED, that the officers of the Corporation or anyone of them, be and they hereby are directed, authorized and empowered to execute, acknowledge, and deliver such documents, instruments and papers and perform such acts required or necessary to effectuate the aforesaid resolutions.

Consented, adopted, authorized and approved this 30 day of April, 2012.



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KENDAL INTERNATIONAL COMPANY  
By: Hua Ting Li, President