

**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
Encircled-R, LLC		07/08/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	C.B. Fleet Company, Incorporated		
Street Address:	4615 Murray Place		
City:	Lynchburg		
State/Country:	VIRGINIA		
Postal Code:	24506		
Entity Type:	CORPORATION: VIRGINIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85310985	THAT'S VAGINAL	
CORRESPONDENCE DATA			
Fax Number:	(202)293-7860		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-293-7060		
Email:	tm@sughrue.com		
Correspondent Name:	Leigh Ann Lindquist		
Address Line 1:	2100 Pennsylvania Avenue		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037-3213		
ATTORNEY DOCKET NUMBER:	S15346		
NAME OF SUBMITTER:	Leigh Ann Lindquist, Attorney of record		
Signature:	/leigh ann lindquist/		
Date:	07/08/2011		
Total Attachments: 1 source=s15346 assignmt#page1.tif			

OP \$40.00 85310985


ASSIGNMENT

WHEREAS, ENCIRCLED-R, LLC, a Delaware limited liability company, with a business address of 913 North Market Street, 11th Floor Wilmington DELAWARE 19801, has adopted and intended to use the mark THAT'S VAGINAL in commerce and has filed an application to register the mark, which application has been assigned Serial No. 85310985, indicating that intention; and

WHEREAS, C. B. Fleet Company, Incorporated, a corporation organized under the laws of Virginia with a business address of 4615 Murray Place, Lynchburg, Va 24506, the successor of the ongoing and existing business, or portion thereof, of ENCIRCLED-R, LLC to which the THAT'S VAGINAL mark pertains, is desirous of acquiring said trademark and the pending intent to use application therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ENCIRCLED-R, LLC does hereby assign to C. B. Fleet Company, Incorporated all right, title and interest in and to the trademark THAT'S VAGINAL and Application Serial No. 85310985, together with the goodwill of the business symbolized thereby.

ENCIRCLED-R, LLC

By: \_\_\_\_\_ 

Name: Richard Tugman

Title: VICE PRESIDENT - GENERAL COUNSEL

Date: JULY 8<sup>TH</sup>, 2011