

Opportunity: Trademarks, Copyrights
& Intangible Assets.
Good Enterprises Ltd



Christine C. Shubert, the Chapter 7 Trustee of Good Enterprises Ltd., has retained Hilco Streambank as the exclusive agent to market and sell the intangible asset portfolio of Good Enterprises Ltd. including the assets of the Good Books Publishing House.

Good Books is the publisher of many successful book titles including the [New York Times bestselling](#) Fix-It and Forget-It® and Fix-It and Enjoy-It® cookbooks, The Mayo Clinic Diabetes Diet, and the popular series of Amish romance novels authored by Linda Byler.



The Fix-It cookbook series has sold more than 10.5 million copies. The original cookbook debuted in December of 2000 and spent 22 weeks on The New York Times' best-seller list, eventually climbing to No. 1.

Today, the updated Fix-It series is available in multiple formats including; hard cover, soft cover, bookazines, and e-books. This sale includes revised and updated content originally scheduled for release in 2014.

The company maintained its large and active following through separately branded websites [GoodBooks.com](#) and [Fix-itandforget-it.com](#) as well as a wildly popular Fix-it and Forget-It [Facebook page](#) with over 740,000 likes.

The Fix-It brands and proprietary content present a significant opportunity for buyers to leverage brand recognition and loyalty outside of publishing related applications including *consumer products, frozen foods, and broadcast media.*

Assets for Sale Include:

- o The [Fix-It and Forget-It®](#) & [Fix-It and Enjoy-It®](#) brands: including all trademarks, domain names, active titles, copyrighted content, artwork, layouts, and files
- o [Good Books Publishing House/Assets](#): including all trademarks, domain names, active titles, and copyrighted content



For further information about the sale process and access to diligence materials please contact the following Hilco Streambank representatives:

Matthew Helming
Office: 781.444.4940 x 205
mhelming@hilcoglobal.com

David Peress
Office: 781.444.4940
dperess@hilcoglobal.com



About Hilco Streambank

Hilco Streambank is a market leading advisory firm specializing in [intellectual property disposition and valuation](#). Over the last three years Hilco Streambank has become a leader in the IP valuation and disposition market. Having completed numerous transactions including sales in publicly reported Chapter 11 bankruptcy cases as well as private transactions, Hilco Streambank has established itself in the [internet and telecom](#) community as a responsible and effective intermediary in the space.