

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Lifestyles U.S.A.		03/01/2005	CORPORATION: MISSOURI

**RECEIVING PARTY DATA**

<b>Name:</b>	Lifestyles International Holdings Corporation
<b>Street Address:</b>	57/63 Line Wall Road
<b>Internal Address:</b>	PO Box 199
<b>City:</b>	Gibraltar
<b>State/Country:</b>	GIBRALTAR
<b>Entity Type:</b>	CORPORATION: VIRGIN ISLANDS, BRITISH

**PROPERTY NUMBERS Total: 16**

Property Type	Number	Word Mark
Registration Number:	1656385	LIFESTYLES
Registration Number:	1616941	LIFESTYLES
Registration Number:	1806813	INTRA
Registration Number:	2021881	THE BUSINESS BEYOND BORDERS
Registration Number:	1993553	LIFE CYCLES
Registration Number:	1996983	PRODUCTS FOR A BETTER YOU
Registration Number:	2074982	LIFESTYLES
Registration Number:	2213596	LIFESTYLES
Registration Number:	2060015	ENVIROLIFE
Registration Number:	2230664	LIFESTYLES NUTRIA
Registration Number:	2633233	LIFESTYLES VIGOR
Registration Number:	2630134	DREAM SHAKE
Registration Number:	2490628	DREAM COOKIE
Registration Number:	2490629	DREAM DIET

OP \$415.00 1656385

Registration Number:	2491634	HEALTH & WEALTH TIMES
Registration Number:	2482430	LIFEBUILDERS

**CORRESPONDENCE DATA**

Fax Number: (314)469-4850  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 314-469-2610  
Email: TMAAttorneyHeller@aol.com  
Correspondent Name: Annette P. Heller  
Address Line 1: 14323 S. Outer Forty Ste 512 S  
Address Line 4: Town & Country, MISSOURI 63017

**DOMESTIC REPRESENTATIVE**

Name: Annette P. Heller  
Address Line 1: 14323 S. Outer Forty Ste 512 S  
Address Line 4: Town & Country, MISSOURI 63017

NAME OF SUBMITTER:	Annette P. Heller, Attorney
Signature:	/aph72/
Date:	09/05/2005

Total Attachments: 1  
source=L124003MIAss#page1.tif

TRADEMARK ASSIGNMENT

Whereas, Lifestyles U.S.A. (Assignor), a Missouri corporation, located and doing business at 953 Harmsted Court, St. Charles, Missouri 63301 is the owner of the following trademarks and trademark registrations, all registered in the U.S. Patent and Trademark Office:

- LIFESTYLES Registration No.: 1,656,385 /Date: 09/10/91
- LIFESTYLES Registration No.: 1,616,941 /Date: 10/09/90
- INTRA Registration No.: 1,806,813 /Date: 11/23/93
- THE BUSINESS BEYOND BORDERS Registration No.: 2,021,881 /Date: 12/10/96
- LIFECYCLES Registration No.: 1,993,553 /Date: 08/13/96
- PRODUCTS FOR A BETTER YOU Registration No.: 1,996,983 /Date: 08/27/96
- LIFESTYLES Registration No.: 2,074,982 /Date: 07/01/97
- LIFESTYLES & DESIGN Registration No.: 2,213,596 /Date: 12/29/98
- ENVIROLIFE & DESIGN Registration No.: 2,060,015 /Date: 05/06/97
- LIFESTYLES NUTRIA Registration No.: 2,230,664 /Date: 03/09/99
- LIFESTYLES VIGOR Registration No.: 2,633,233 /Date: 10/08/02
- DREAM SHAKE Registration No.: 2,630,134 /Date: 10/08/02
- DREAM COOKIE Registration No.: 2,490,628 /Date: 09/18/01
- DREAM DIET Registration No.: 2,490,629 /Date: 09/18/01
- HEALTH & WEALTH TIMES Registration No.: 2,491,634 /Date: 09/18/01
- LIFEBUILDERS & DESIGN Registration No.: 2,482,430 /Date: 08/28/01

and

Whereas, Lifestyles International Holdings Corporation (Assignee), a <sup>British Virgin Island</sup> ~~Barbados~~ corporation, with its principal place of business at 57/63 Line Wall Road, PO Box 199, Gibraltar, is desirous of acquiring the above listed trademarks and registrations.

Now, Therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign nunc pro tunc unto said Assignee, all rights, title and interest in and to the said trademark together with the good will of the business symbolized by the said trademark, and in and to any and all causes of action (either in law or in equity), and the right to enforce any rights and file any causes of action, including the right to recover damages, for any past, present or future infringement or misappropriation of said trademark and the registration thereof effective as of January 1, 2005.

Lifestyles U.S.A.

By:  \_\_\_\_\_  
David Drutz, President

Dated: 1/20/05

C:\WPFILES\AGRMS\124Assignment.wpd