

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
| EFFECTIVE DATE: | 09/09/2005 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--------------------|----------|----------------|------------------------|
| Fantasy Lady, Inc. | | 06/09/2006 | CORPORATION: LOUISIANA |

RECEIVING PARTY DATA

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|-----------------|--------------------|
| Name: | Pure Romance, Inc. |
| Street Address: | 161 Commerce Blvd. |
| City: | Loveland |
| State/Country: | OHIO |
| Postal Code: | 45140 |
| Entity Type: | CORPORATION: OHIO |

PROPERTY NUMBERS Total: 3

| Property Type | Number | Word Mark |
|----------------------|----------|--------------|
| Registration Number: | 2313349 | FANTASY LADY |
| Registration Number: | 2375870 | FUN PARTIES |
| Serial Number: | 78577759 | BOOTY CANDLE |

CORRESPONDENCE DATA

Fax Number: (513)241-8259
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 513-621-2120
 Email: smyoung@strausstroy.com
 Correspondent Name: Shawn M. Young
 Address Line 1: 150 East Fourth Street
 Address Line 2: Strauss & Troy; Federal Reserve Bldg.
 Address Line 4: Cincinnati, OHIO 45202-4018

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| ATTORNEY DOCKET NUMBER: | 101398.001 |
|-------------------------|------------|

OP \$90.00 2313349

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| NAME OF SUBMITTER: | Shawn M. Young |
| Signature: | /shawn m young/ |
| Date: | 07/06/2006 |
| Total Attachments: 1 source=PureRomanceAssignment#page1.tif | |

ASSIGNMENT

WHEREAS, Fantasy Lady, Inc., a Louisiana corporation with its principal place of business at 2057 Paxton Street, Harvey, Louisiana 70058 ("Assignor"), has adopted, used and is using the mark "FANTASY LADY" and has a registration of said mark on the Principal Register in the United States Patent and Trademark Office, Registration No. 2313349; and has adopted, used and is using the mark "FUN PARTIES" and has a registration of said mark on the Principal Register in the United States Patent and Trademark Office, Registration No. 2375870, and has adopted, used and is using the mark "BOOTY CANDLE" and has an application pending for registration of said mark on the Principal Register in the United States Patent and Trademark Office, Serial No. 78577759, and has adopted, used and is using the mark "FANTASY LADY" and has a European Community Trademark Registration (CTM) of said mark, No. 001362656 (the foregoing marks collectively referred to herein as the "Marks"); and

WHEREAS, Pure Romance, Inc., an Ohio corporation with its principal place of business at 161 Commerce Blvd., Loveland, Ohio 45140 ("Assignee"), is desirous of acquiring the Marks and the above identified registrations thereof.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks, together with the good will of the business symbolized by the Marks, and the above identified registrations thereof.

Dated effective as of the 9th day of September, 2005.

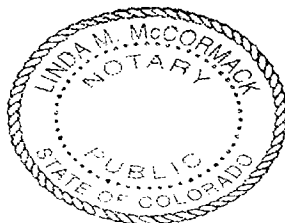
FANTASY LADY, INC.

By: Ann W. Sanders
Ann W. Sanders, President

STATE OF CO)
) SS:
COUNTY OF TELLER)

BE IT REMEMBERED, that on this 9 day of JUNE, 2006, before me, the subscriber, a Notary Public in and for said county, personally came Ann W. Sanders, the President of Fantasy Lady, Inc., who acknowledged that she signed the foregoing instrument on behalf of said corporation and that the signing thereof is her voluntary act and deed and the voluntary act and deed of said corporation.

IN TESTIMONY THEREOF, I have hereunto subscribed my name and affixed my seal on this day and year aforesaid.



Linda M. McCormack
Notary Public My Commission Expires 03/09/2010