

TRADEMARK ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Aeon Plc		04/11/2008	COMPANY:

RECEIVING PARTY DATA

Name:	Aeon International Limited
Street Address:	Belasis Business Centre, Coxwold Way
Internal Address:	Belasis Hall Technology Park
City:	Billingham, Cleveland
State/Country:	UNITED KINGDOM
Postal Code:	TS23 4EA
Entity Type:	COMPANY:

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78844029	AEON

CORRESPONDENCE DATA

Fax Number: (414)277-0656

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 414-271-6560

Email: mkeipdocket@michaelbest.com

Correspondent Name: Ariana G. Voigt

Address Line 1: 100 East Wisconsin Avenue

Address Line 2: Suite 3300

Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:

013344-9062 US

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

900107666

TRADEMARK
REEL: 003785 FRAME: 0441

OP \$40.00 78844029

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Jaime L. Puls

Signature:

/jaime l. puls/

Date:

05/29/2008

Total Attachments: 1

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(in administration)
company incorporated in England and Wales

This Agreement is made by and between Aeon Plc, a ~~United Kingdom Private Limited Company~~ having an address of ~~Belasis Hall Technology Park, Belasis Business Centre, Coxwold Way, Billingham, Cleveland TS23 4EA~~ United Kingdom (hereinafter "Assignor") and Aeon International Limited, a _____ Company, also having an address of Belasis Hall Technology Park, Belasis Business Centre, Coxwold Way, Billingham, Cleveland TS23 4EA, United Kingdom (hereinafter "Assignee") on this 11th day of August, 2007 ("Effective Date").

April, 2008

WHEREAS, Assignor owns the trademark application no. 78/844029 in the United States (the "Mark"); and

WHEREAS, Assignee is desirous of acquiring said Mark and the federal trademark application thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee and its successors and assigns all of Assignor's right, title and interest in and to said Mark, including the federal trademark registration therefor, the rights to sue for past, present and future infringements, together with the goodwill of the business symbolized by the Mark.

AEON PLC
("Assignor")

(in administration)
[Signature]

Dated: 11 April 2008

By: EDWARD KLEMPER

Title: _____

as joint administrator, acting as agent and without personal liability.

Before me

[Signature]

NOTARY PUBLIC

11.4.08



CHRISTOPHER ATKINSON
NOTARY PUBLIC

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