

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LPI Holdings, Inc.	Licensing Partners International, Inc.	04/08/2003	CORPORATION: GEORGIA

RECEIVING PARTY DATA	
Name:	Licensing Partners International, LLC
Street Address:	290 Interstate North
Internal Address:	Suite 200
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30339
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 3	
Property Type	Number
Serial Number:	76362638
Serial Number:	76362641
Serial Number:	76394109

CORRESPONDENCE DATA	
Fax Number:	(404)572-5145
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	404.572.4636
Email:	trademarks@kslaw.com
Correspondent Name:	Amanda Laura Nye
Address Line 1:	King & Spalding LLP
Address Line 2:	191 Peachtree Street
Address Line 4:	Atlanta, GEORGIA 30303-1763

ATTORNEY DOCKET NUMBER:	01402.104001
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NAME OF SUBMITTER:	Ellen Morrissey Hughes
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Total Attachments: 3
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CONFIRMATORY ASSIGNMENT

WHEREAS, LPI Holdings, Inc., by change of name from Licensing Partners International, Inc., a Georgia corporation, having a mailing address at 290 Interstate North, Suite 200, Atlanta, Georgia 30339, (hereinafter the "Assignor") is the record owner of certain trademarks which are pending in the United States Patent and Trademark Office and in the Canadian Intellectual Property Office, and are referenced in Schedule A attached hereto (hereinafter the "Trademarks"); and

WHEREAS, Licensing Partners International, LLC, a Delaware corporation, having a principal place of business at 290 Interstate North, Suite 200, Atlanta, Georgia 30339, (hereinafter "Assignee") desired to acquire the Trademarks and the goodwill of the business symbolized by the Trademarks, the pending applications thereof and any resulting registrations thereof;

WHEREAS, Assignor desired to assign and did so assign on April 28, 2003 the Trademarks and the goodwill of the business symbolized by the Trademarks, the pending applications thereof, and now acting through and by an officer authorized to act on behalf of the Assignor, confirms the April 28, 2003 assignment;

NOW, THEREFORE, in consideration of the foregoing and other good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee acknowledge and confirm that Assignor has as of April 28, 2003 assigned, conveyed, and transferred unto Assignee the entire right, title, and interest in and to the Trademarks, and the goodwill of the business symbolized by the Trademarks and the applications and the resulting registrations thereof, including the right to sue for damages and other remedies

in respect of any infringement of the Trademarks which may have occurred before the date of this confirmatory assignment.

This Assignment is to have the same legal force and effect as if executed on April 28, 2003.

LPI Holdings, Inc.

By: *Bruc Siegal*
Name: Bruc B. Siegal
Title: VP & General Counsel

Date: July 23, 2003
Maria L. Stanfield

Notary Seal

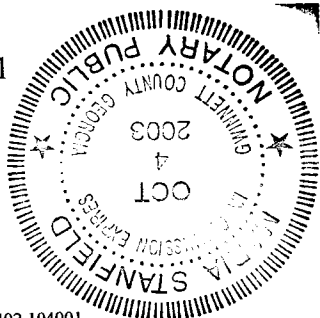


Licensing Partners International, LLC

By: *William P. Battle*
Name: William P. Battle
Title: COO

Date: July 23, 2003

Notary Seal



Maria L. Stanfield

SCHEDULE A

Trademarks Assigned
From LPI Holdings, Inc.
to Licensing Partners International, LLC

TAB	COUNTRY	MARK	APPLICATION SERIAL NO.	APPLICATION FILING DATE
1.	US	LICENSING PARTNERS INTERNATIONAL	76-362638	January 24, 2002
2.	US	LPI	76-362641	January 24, 2002
3.	US	LPI and Design	76-394109	March 20, 2002
4.	CA	LICENSING PARTNERS INTERNATIONAL	1129513	January 29, 2002
5.	CA	LPI	1129512	January 29, 2002
6.	CA	LPI and Design	1135126	March 22, 2002