

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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
Precious Impressions, Inc.		02/25/2004	CORPORATION: UTAH

RECEIVING PARTY DATA	
Name:	Lamrite West, Inc.
Street Address:	13000 Darice Parkway
Internal Address:	Park 82
City:	Strongsville
State/Country:	OHIO
Postal Code:	44136
Entity Type:	CORPORATION: OHIO

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2511732	PRECIOUS IMPRESSIONS

CORRESPONDENCE DATA	
Fax Number:	(216)623-4912
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	216-696-3311
Email:	msegulin@kahnkleinman.com
Correspondent Name:	Deborah A. Weisman, Esq.
Address Line 1:	1301 East Ninth Street
Address Line 2:	Suite 2600
Address Line 4:	Cleveland, OHIO 44114

NAME OF SUBMITTER:	Mary R. Segulin
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Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif

OP \$40.00 2511732

ASSIGNMENT OF UNITED STATES TRADEMARK

WHEREAS, Precious Impressions, Inc., a Utah corporation having a post office address of 937 East 1480 North, American Fork, Utah 84003 (hereinafter "Assignor"), is the owner of the trademark and the United States Trademark Registration set forth on the attached Schedule A (hereinafter collectively referred to as the "Trademark");

WHEREAS, Lamrite West, Inc., an Ohio corporation, having a post office address of 13000 Darice Parkway, Park 82, Strongsville, Ohio 44136 (hereinafter "Assignee"), is desirous of acquiring all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the registration thereof set forth on the attached Schedule A; and

WHEREAS, it is desired that the assignment of the Trademark listed on the attached Schedule A be made a matter of record in the United States Trademark Office effective as of February 1, 2004 (the "Effective Date");

NOW, THEREFORE, for good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, effective as of the Effective Date, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title and interest in and to the Trademark set forth on the attached Schedule A, including any choses in action relating to said Trademark, claims for damages, profits and costs, both in equity and law, for any infringement or infringements of said Trademark rights accruing on or before the Effective Date of this Assignment, together with the goodwill of the business symbolized by the Trademark, and including any and all applications regarding the Trademark now or hereafter made by Assignor and any and all registrations regarding the Trademark, now or hereafter made or issued to Assignor (including, without

limitation, the registration thereof as set forth on the attached Schedule A), and further, effective as of the Effective Date, Assignor hereby covenants, agrees and undertakes to execute all applications, assignments, lawful oaths and any other papers which Assignee may deem necessary or desirable for securing to Assignee or for maintaining for Assignee the Trademark hereby assigned, all without further compensation to Assignor.

PRECIOUS IMPRESSIONS, INC.

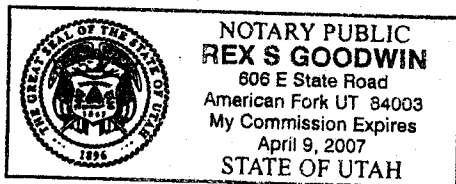
By: Precious Impressions
Name: Wendy McGehee
Title: President

STATE OF Utah
COUNTY OF Utah

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BEFORE ME, the undersigned Notary Public, on this 25th day of Feb, 2004 personally appeared Wendy McGehee [name], personally known to me (or proven to me on the basis of satisfactory evidence) to be the person who executed the foregoing instrument as President [office/title] of Precious Impressions, Inc., the corporation therein named, and acknowledged to me that the instrument was signed on behalf of said corporation pursuant to appropriate authority for the purposes therein set forth and intending that this instrument be recorded.

[SEAL]



[Handwritten Signature]

Notary Public

My Commission Expires April 9, 2007

Rex S Goodwin

Printed or stamped name of notary

SCHEDULE A

REGISTRATION NO.

2,511,732

MARK

Precious Impressions

REGISTRATION DATE

November 27, 2001

{DAWK0473957.1}

RECORDED: 03/16/2004

**TRADEMARK
REEL: 002811 FRAME: 0457**