

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
------------------	----------------

NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
-----------------------	--

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jackson Acquisition Company, LLC		08/19/2004	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA	
Name:	WD Acquisition Corp.
Street Address:	1 E. Weaver Street
City:	Greenwich
State/Country:	CONNECTICUT
Postal Code:	06831
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 6		
Property Type	Number	Word Mark
Registration Number:	2619278	DIRECTIONS...THE PATH TO BETTER HEALTH
Registration Number:	2126732	HOME MARKETPLACE
Registration Number:	2559667	HOMEWARES BY WALTER DRAKE
Registration Number:	0909593	WALTER DRAKE
Registration Number:	0895688	WALTER DRAKE
Registration Number:	1376289	WALTER DRAKE

CORRESPONDENCE DATA	
Fax Number:	(203)552-9168
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	203-552-6631
Email:	mdatta@blyth.com
Correspondent Name:	Blyth, Inc.
Address Line 1:	1 E. Weaver Street
Address Line 4:	Greenwich, CONNECTICUT 06831

ATTORNEY DOCKET NUMBER:	WD/MK 000.0000.000.0001
-------------------------	-------------------------

OP \$165.00 2619278

NAME OF SUBMITTER:

Manjari M. Datta

Total Attachments: 2

source=jackson acquisition to wd acquisition tm assign sized#page1.tif

source=jackson acquisition to wd acquisition tm assign1#page1.tif

ASSIGNMENT OF U.S. TRADEMARK REGISTRATIONS

THIS ASSIGNMENT made the 19th day of August, 2004

WHEREAS, **Jackson Acquisition Company, LLC**, a Delaware limited liability company, having a place of business at 451 Jackson Street, San Francisco, CA 94111 (hereinafter referred to as the "Assignor"), has adopted, used and is using trademarks which are registered with the United States Patent and Trademark Office, as set forth below:

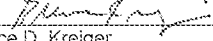
<u>Trademark</u>	<u>Regis. No.</u>	<u>Class/Goods</u>
DIRECTIONS...THE PATH TO BETTER HEALTH	2619278	35: mail order catalog services featuring personal care products
HOME MARKETPLACE	2126732	35: mail order catalog services featuring houseware products
HOMEWARES BY WALTER DRAKE	2559667	35: Mail order catalog and online retail store services featuring general merchandise in the field of home, kitchen and bath, garden and yard
WALTER DRAKE	0909593	16: merchandise catalogs
WALTER DRAKE	0895686	35: retail mail order services for general merchandise for home and garden
WALTER DRAKE	1376289	37: silverware and china repair and restoration services 40: photograph reproduction services 42: retail mail order services for general merchandise; personalized label, stationery and novelty printing services; silverware and china pattern matching services

and

WHEREAS, **WD Acquisition Corp**, a Delaware corporation, having a place of business at c/o Blyth, Inc., 1 E. Weaver Street, Greenwich, CT 06831 (hereinafter referred to as the "Assignee"), is desirous of acquiring said trademarks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Jackson Acquisition Company, LLC does hereby assign unto WD Acquisition Corp., all said right, title and interest in and to said trademarks, together with the good will of the business symbolized by the trademarks, and the above-identified registrations.

Jackson Acquisition Company, LLC

By: 
Bruce D. Kreiger
Vice President, General Counsel &
Secretary

