

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Oxygen Design LLC		06/01/2004	Limited Liability Company: NEW YORK

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Sumit Diamond Corporation
<b>Street Address:</b>	592 5th Avenue
<b>City:</b>	New York
<b>State/Country:</b>	NEW JERSEY
<b>Postal Code:</b>	10036-4707
<b>Entity Type:</b>	CORPORATION: NEW YORK

<b>PROPERTY NUMBERS Total: 2</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Serial Number:	78322487	PURE LOVE
Serial Number:	76405345	PURE LOVE

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(908)725-7088
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	908-722-5640
<b>Email:</b>	b.gaynor@br-tmlaw.com
<b>Correspondent Name:</b>	Baker and Rannells PA
<b>Address Line 1:</b>	626 North Thompson Street
<b>Address Line 4:</b>	Raritan, NEW JERSEY 08869

<b>NAME OF SUBMITTER:</b>	Stephen L. Baker
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<b>Total Attachments: 1</b> source=assignment#page1.tif
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OP \$65.00 78322487

ASSIGNMENT OF U.S. TRADEMARKS, AND APPLICATIONS THEREFOR, AND THE  
GOODWILL ASSOCIATED THEREWITH

1. WHEREAS, Oxygen Design LLC, a limited liability company organized under the laws of the State of New York, located and doing business at 236 West 30th Street, New York NEW YORK 10001, has adopted, and continues to have a bona fide intention to use the mark PURE LOVE, intent to use applications for which are pending in the U.S. Patent and Trademark Office as follows:

<u>MARK</u>	<u>SER. NO.</u>	<u>DATE FILED</u>
PURE LOVE	78322487	November 3, 2003
PURE LOVE	76405345	May 9, 2002


2. WHEREAS, Sumit Diamond Corporation, a corporation organized under the of the State of New York, located and doing business at 592 5<sup>th</sup> Avenue, New York, NY 10036-4707, is desirous of acquiring said mark, the pending U.S. trademark applications, and the goodwill of the business associated therewith and;

3. WHEREAS, Sumit Diamond Corporation is successor to that portion of the business of Oxygen Design LLC to which the mark PURE LOVE pertain;

4. NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Oxygen Design LLC does hereby assign unto Sumit Diamond Corporation, all right, title and interest in and to said mark, together with the goodwill of the business associated therewith, and the pending applications therefor.

DATED: June 1, 2004

Oxygen Design LLC

  
Name: Ken Fogel  
Title: President

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