

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
DEMAS BODY-SHAPING, LTD.		02/01/2005	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	LIVE LONG LIVE STRONG		
Street Address:	20 DAYTON AVENUE		
City:	GREENWICH		
State/Country:	CONNECTICUT		
Postal Code:	06830		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2368904	LIVE LONG, LIVE STRONG	
CORRESPONDENCE DATA			
Fax Number:	(212)969-2900		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 969-3000		
Email:	TRADEMARK@PROSKAUER.COM		
Correspondent Name:	PROSKAUER ROSE, LLP		
Address Line 1:	1585 BROADWAY		
Address Line 4:	NEW YORK, NEW YORK 10036-8299		
NAME OF SUBMITTER:	S.V. HEUER		
Signature:	/S.V. HEUER/		
Date:	06/02/2005		
Total Attachments: 1 source=LiveLong#page1.tif			

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ASSIGNMENT

This Assignment is made as of the 1st day of February 2005, by and between Demas Body-Shaping Ltd., a New York Corporation ("Assignor") on the one hand, and Live Long Live Strong LLC, a Delaware Limited Liability Company ("Assignee") on the other hand.

WHEREAS, Assignor owns the following trademark and corresponding registration (collectively, the "Trademark"):

LIVE LONG LIVE STRONG Reg. No. 2,368,904

WHEREAS, Assignee is desirous of acquiring the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Assignor hereby sells, transfers, conveys, and assigns to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, including all rights to sue and recover for past infringement.

2. Assignor agrees to execute all documents and assist in all proceedings to perfect, register, or record the rights of the Assignee to the Trademark as Assignee may deem appropriate. If Assignor does not, within five days of presentment, return the requested executed documents, then Assignee is hereby granted a limited power of attorney to execute all such documents on behalf of Assignor. This power of attorney is coupled with an interest and is irrevocable.

DEMAS BODY-SHAPING LTD.



By: Don Demas

Title: _____

Dated: 2/1/05

LIVE LONG LIVE STRONG LLC



By: Don Demas

Title: Managing Director

Dated: 2/1/05