

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
ASP Assistance Holding		06/24/2005	CORPORATION: SWITZERLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Creation Willi Geller International AG		
<b>Street Address:</b>	Oberneuhofstrasse 5		
<b>City:</b>	Baar		
<b>State/Country:</b>	SWITZERLAND		
<b>Postal Code:</b>	6341		
<b>Entity Type:</b>	CORPORATION: SWITZERLAND		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	73477717	CREATION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(414)277-0656		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	414-271-6560		
<b>Email:</b>	mkeipdocket@michaelbest.com		
<b>Correspondent Name:</b>	Michael Best & Friedrich LLP		
<b>Address Line 1:</b>	100 East Wisconsin Avenue		
<b>Address Line 2:</b>	Suite 3300		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			
<b>Address Line 2:</b>			
<b>Address Line 3:</b>			
<b>Address Line 4:</b>			

CH \$40.00 73477717

NAME OF SUBMITTER:	Billie Jean Smith
Signature:	/billie jean smith/
Date:	06/29/2005
Total Attachments: 1 source=a1217244#page1.tif	

**DEED OF ASSIGNMENT / UNITED STATES OF AMERICA**

ASSIGNMENT made this 24 day of June Two thousand and five

**BETWEEN**

**ASP Assistance Holding  
Oberneuhofstrasse 5  
6340 Baar**

hereinafter called the "the ASSIGNOR" of the one part

**AND**

**Creation Willi Geller International AG  
Oberneuhofstrasse 5  
6341 Baar**

hereinafter called the "the ASSIGNEE" of the other part.

WHEREAS the ASSIGNOR is the owner of the following trademark, which is now registered in the United States:

Trademark	Register Number	Registered on	Class
CREATION	1.345.529	July 2, 1985	5

AND WHEREAS the ASSIGNEE is desirous of acquiring the right, title and interest in and to the said trademark and the registration thereof,

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all rights, title and interest in and to the said trademark together with the part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademark, and the registration thereof, and with all claims arising out of or relating to the use or the ownership of said trademark.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 24 day of June 2005

**ASP Assistance Holding**

by   
Paolo Donati

title member of board