

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
The Forzani Group Ltd.		12/23/2004	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Lifestyle Brands Ltd.		
Street Address:	25 Vanley Crescent		
City:	Toronto		
State/Country:	CANADA		
Postal Code:	M3J 2B7		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78116030	RAGE	
CORRESPONDENCE DATA			
Fax Number:	(416)631-3368		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	416-631-3362		
Email:	gstankus@lifestylebrands.ca		
Correspondent Name:	Gina Stankus		
Address Line 1:	25 Vanley Crescent		
Address Line 4:	Toronto, CANADA M3J 2B7		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			
Address Line 4:			

OP \$40.00 78116030

NAME OF SUBMITTER:	Gina Stankus
Signature:	/ges 2005/
Date:	10/12/2005
Total Attachments: 2 source=FGL to LBL - RAGE 78-116030 - Dec 23 2004#page1.tif source=FGL to LBL - RAGE 78-116030 - Dec 23 2004#page2.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, The Forzani Group Ltd., an Alberta Corporation, having a place of business at 824 - 41st Avenue, N.E., Calgary, Alberta, CANADA T2E 3R3 (hereinafter "Assignor"), is the owner of the trademark RAGE in the United States (Serial No. 78/116,030) (hereinafter referred to as the "Trademark");

WHEREAS, Lifestyle Brands Ltd., an Ontario corporation, having a place of business at 25 Vanley Crescent, Toronto, Ontario, CANADA M3J 2B7 (hereinafter "Assignee"), desires to acquire all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark; and

WHEREAS, Assignor and Assignee are desirous of making this Assignment a matter of record.

NOW, THEREFORE, for good and valuable consideration in the amount of \$10.00 provided by the Assignee to the Assignor, the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title, and interest in and to the aforesaid Trademark, together with the goodwill of the business symbolized by the Trademark.

FURTHER, Assignor hereby covenants, agrees and undertakes to execute all confirmatory assignments, lawful oaths, and any other papers which Assignee may reasonably deem necessary or desirable for securing to Assignee or for maintaining for Assignee the Trademark hereby assigned, all without further compensation to Assignor. Assignee is responsible for all other costs associated with maintenance of the Trademark, including but not limited to the Apostille process where required and the recordation of title changes.

FURTHER, this Assignment constitutes a legal, valid and binding assignment by Assignor, enforceable against Assignor in accordance with its terms, except to the extent that the enforceability thereof may be limited by applicable bankruptcy, insolvency, reorganization or other similar laws affecting the enforcement of creditors' rights generally and by principles of equity regarding the availability of remedies.

This Assignment is hereby effective as of December 23, 2004.

THE FORZANI GROUP LTD.

By: [Signature]
Name: Richard Burnet, C.A.
Title: Vice President and Chief Financial Officer

Subscribed and Sworn to before me this 19th day of September, 2005.

[Signature]
Notary Public

My Commission Expires: _____
 or Being a Barrister
and Solicitor

KRISTI D. LALACH
Barrister & Solicitor

LIFESTYLE BRANDS LTD.

By: [Signature]
Name: Kenneth Finkelstein
Title: Chief Financial Officer

Subscribed and Sworn to before me this 24th day of September, 2005.

[Signature]
Notary Public
M. O. WATSON

~~My Commission Expires: _____~~
~~or Being a Barrister~~
~~and Solicitor~~