

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<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>
Victoria Spinola		01/04/2006	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PURE HEART, LLC.		
<b>Street Address:</b>	85 Liberty Ship Way, Suite 203		
<b>City:</b>	Sausalito		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94965		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78717459		
<b>Serial Number:</b>	78717434	HEART OF FIRE	
<b>Serial Number:</b>	78717464	PRINCE NOEL	
<b>Serial Number:</b>	78717452	PURE HEART	
<b>Serial Number:</b>	78717441	PURE HEART ANGELS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)203-0567		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	310-203-8080		
<b>Email:</b>	trademarkdocket@jmbm.com		
<b>Correspondent Name:</b>	Christine L. Lofgren		
<b>Address Line 1:</b>	1900 Avenue of the Stars, 7th Floor		
<b>Address Line 2:</b>	Jeffer, Mangels, Butler & Marmaro LLP		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067		
<b>ATTORNEY DOCKET NUMBER:</b>	65569-1009		

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NAME OF SUBMITTER:	Christine L.Lofgren
Signature:	/christine l lofgren/
Date:	01/11/2006
Total Attachments: 2 source=assignment 10001#page1.tif source=assignment 10001#page2.tif	

**ASSIGNMENT OF TRADEMARKS/SERVICE MARKS**

FOR GOOD AND VALUABLE CONSIDERATION, Victoria Spinola, having an address of 85 Liberty Ship Way, Suite 203, Sausalito, California 94965 ("Assignor"), hereby assigns and transfers to Pure Heart, LLC, a California limited liability company, having an address of 85 Liberty Ship Way, Suite 203, Sausalito, California 94965 ("Assignee"):


A. All worldwide right, title and interest held by Assignor in and to the trademarks and/or service marks listed in Exhibit "A" attached hereto and incorporated herein by this reference, together with the applications and/or registrations thereof as listed in Exhibit "A" (hereinafter collectively referred to as the "Marks");

B. The goodwill of the business connected with the use of and symbolized by the Marks together with the business associated with the Marks and all assets that uniquely reflect the goodwill of the business of Assignor and are connected with the use of, and symbolized by, the Marks; and

C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of said Marks or injury to said goodwill, together with the right to sue or recover the same in the Assignee's name.

IN WITNESS WHEREOF, Assignor has executed this Assignment of Trademarks/Service Marks effective as of November 1, 2005.

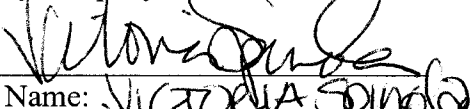
ASSIGNOR:

By:   
Victoria Spinola

Notary Acknowledgment:

ASSIGNMENT ACCEPTED BY  
ASSIGNEE:

PURE HEART, LLC, a California limited liability company

By:   
Print Name: VICTORIA SPINOLA  
Title: President

Notary Acknowledgment:

## EXHIBIT "A"

1. Trademark Applications.

<b>Mark</b>	<b>Jurisdiction</b>	<b>App. No.</b>	<b>Filing Date</b>
Design (Heart and Flower)	United States	78/717,459	September 21, 2005
HEART OF FIRE	United States	78/717,434	September 21, 2005
PRINCE NOEL	United States	78/717,464	September 21, 2005
PURE HEART	United States	78/717,452	September 21, 2005
PURE HEART ANGELS	United States	78/717,441	September 21, 2005