

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
Spike's Holding, LLC		01/25/2006	LIMITED LIABILITY COMPANY: INDIANA

RECEIVING PARTY DATA

Name:	Paiva, Inc.
Street Address:	3308 North Mitthoeffer Road
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46235
Entity Type:	CORPORATION: INDIANA

PROPERTY NUMBERS Total: 38

Property Type	Number	Word Mark
Serial Number:	78744351	IN:EX
Serial Number:	78744353	IN:EX
Serial Number:	78744389	IN:EX
Serial Number:	78744391	IN:EX
Serial Number:	78744445	IN:EX
Serial Number:	78744449	IN:EX
Serial Number:	78763649	P
Serial Number:	78763654	P
Serial Number:	78763711	P
Serial Number:	78763714	P
Serial Number:	78763827	P
Serial Number:	78763831	P
Serial Number:	78763927	P PAIVA

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Serial Number:	78763928	P PAIVA
Serial Number:	78763986	P PAIVA
Serial Number:	78763988	P PAIVA
Serial Number:	78764327	P PAIVA
Serial Number:	78764329	P PAIVA
Serial Number:	78744517	PAIVA
Serial Number:	78744521	PAIVA
Serial Number:	78744571	PAIVA
Serial Number:	78744574	PAIVA
Serial Number:	78744638	PAIVA
Serial Number:	78744640	PAIVA
Serial Number:	78764372	PAIVA
Serial Number:	78764374	PAIVA
Serial Number:	78764418	PAIVA
Serial Number:	78764420	PAIVA
Serial Number:	78764608	PAIVA
Serial Number:	78764611	PAIVA
Serial Number:	78784894	PFIT
Serial Number:	78787367	PFIT
Serial Number:	78723569	TOLA
Serial Number:	78723581	TOLA
Serial Number:	78723585	TOLA
Serial Number:	78723591	TOLA
Serial Number:	78723627	TOLA
Serial Number:	78723630	TOLA

CORRESPONDENCE DATA

Fax Number: (312)759-5646
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-357-1313
Email: mvallone@btlaw.com
Correspondent Name: Melissa A. Vallone
Address Line 1: Post Office Box 2786
Address Line 4: Chicago, ILLINOIS 60690-2786

ATTORNEY DOCKET NUMBER:	41873-100
NAME OF SUBMITTER:	Melissa A. Vallone

Signature:	/mvallone/
Date:	02/02/2006
Total Attachments: 4 source=spikes-to-paiva-01#page1.tif source=spikes-to-paiva-02#page1.tif source=spikes-to-paiva-03#page1.tif source=spikes-to-paiva-04#page1.tif	

ASSIGNMENT

For the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Spike's Holding, LLC, an Indiana limited liability company ("Assignor") hereby assigns to Paiva, Inc., an Indiana corporation ("Assignee"), Assignor's entire right, title and interest in and to the trademarks and the pending applications therefor as shown on the attached Exhibit A, together with that portion of Assignor's business in connection with which it has a bona fide intent to use the marks, with all claims for damages by reason of infringement, with the right to sue for and collect the same for its own use, and on behalf and for the use of its successors and assigns.

Spike's Holding, LLC

By: Linda Disher

Name: LINDA Disher

Title: PRESIDENT

Dated: JAN 25, 2006

CHDS01 314194

**EXHIBIT A
TO ASSIGNMENT**

File #	Mark	App. Serial No.	Class	Goods/Services
100653	IN:EX	78/744351	35	Mail order services, catalogue services, retail stores and on-line retail stores featuring women's clothing, footwear, head wear, watches, sunglasses, bags, shoe care products, personal care items, and accessories.
100654	IN:EX	78/744353	25	Women's clothing, head wear, and footwear.
100655	IN:EX	78/744389	03	Shoe care products, namely, shoe polishes, creams, cleaners, and water and stain protectors; cosmetics; cologne; body lotion; non-medicated, moisturizing body glide; non-medicated, moisturizing sports cream; hair shampoo; personal deodorant; and sunscreen preparations.
100656	IN:EX	78/744391	09	Sunglasses.
100657	IN:EX	78/744445	18	Backpacks, duffel bags, gym bags, and tote bags.
100658	IN:EX	78/744449	16	Printed publications, namely, magazines in the field of active wear, leisure wear, sportswear, shoes, and accessories, and topics related to health, leisure, beauty, fitness and sports.
			41	Providing on-line magazines in the field of active wear, leisure wear, sportswear, shoes, and accessories, and topics related to health, leisure, beauty, fitness and sports.
100881	P LOGO	78/763649	35	Mail order services, catalogue services, retail stores and on-line retail stores featuring women's clothing, footwear, head wear, watches, sunglasses, bags, shoe care products, personal care items, and accessories.
100882	P LOGO	78/763654	25	Women's clothing, head wear, and footwear.
100883	P LOGO	78/763711	03	Shoe care products, namely, shoe polishes, creams, cleaners, and water and stain protectors; cosmetics; cologne; body lotion; non-medicated, moisturizing body glide; non-medicated, moisturizing sports cream; hair shampoo; personal deodorant; and sunscreen preparations.
100884	P LOGO	78/763714	09	Sunglasses.
100885	P LOGO	78/763827	18	Backpacks, duffel bags, gym bags, and tote bags.
100886	P LOGO	78/763831	16	Printed publications, namely, magazines in the field of active wear, leisure wear, sportswear, shoes, and accessories, and topics related to health, leisure, beauty, fitness and sports.
			41	Providing on-line magazines in the field of active wear, leisure wear, sportswear, shoes, and accessories, and topics related to health, leisure, beauty, fitness and sports.
100887	P PAIVA LOGO	78/763927	35	Mail order services, catalogue services, retail stores and on-line retail stores featuring women's clothing, footwear, head wear, watches, sunglasses, bags, shoe care products, personal care items, and accessories.
100888	P PAIVA LOGO	78/763928	25	Women's clothing, head wear, and footwear.
100889	P PAIVA LOGO	78/763986	03	Shoe care products, namely, shoe polishes, creams, cleaners, and water and stain protectors; cosmetics; cologne; body lotion; non-medicated, moisturizing sports cream; hair shampoo; personal deodorant; and sunscreen preparations.

File #	Mark	App. Serial No.	Class	Goods/Services
100890	P PAIVA LOGO	78/763988	09	Sunglasses.
100891	P PAIVA LOGO	78/764327	18	Backpacks, duffel bags, gym bags, and tote bags.
100892	P PAIVA LOGO	78/764329	16	Printed publications, namely, magazines in the field of active wear, leisure wear, sportswear, shoes, and accessories, and topics related to health, leisure, beauty, fitness and sports.
			41	Providing on-line magazines in the field of active wear, leisure wear, sportswear, shoes, and accessories, and topics related to health, leisure, beauty, fitness and sports.
100659	PAIVA	78/744517	35	Mail order services, catalogue services, retail stores and on-line retail stores featuring women's clothing, footwear, head wear, watches, sunglasses, bags, shoe care products, personal care items, and accessories.
100660	PAIVA	78/744521	25	Women's clothing, head wear, and footwear.
100661	PAIVA	78/744571	03	Shoe care products, namely, shoe polishes, creams, cleaners, and water and stain protectors; cosmetics; cologne; body lotion; non-medicated, moisturizing body glide; non-medicated, moisturizing sports cream; hair shampoo; personal deodorant; and sunscreen preparations.
100662	PAIVA	78/744574	09	Sunglasses.
100663	PAIVA	78/744638	18	Backpacks, duffel bags, gym bags, and tote bags.
100664	PAIVA	78/744640	16	Printed publications, namely, magazines in the field of active wear, leisure wear, sportswear, shoes, and accessories, and topics related to health, leisure, beauty, fitness and sports.
			41	Providing on-line magazines in the field of active wear, leisure wear, sportswear, shoes, and accessories, and topics related to health, leisure, beauty, fitness and sports.
100893	PAIVA (Stylized)	78/764372	35	Mail order services, catalogue services, retail stores and on-line retail stores featuring women's clothing, footwear, head wear, watches, sunglasses, bags, shoe care products, personal care items, and accessories.
100894	PAIVA (Stylized)	78/764374	25	Women's clothing, head wear, and footwear.
100895	PAIVA (Stylized)	78/764418	03	Shoe care products, namely, shoe polishes, creams, cleaners, and water and stain protectors; cosmetics; cologne; body lotion; non-medicated, moisturizing body glide; non-medicated, moisturizing sports cream; hair shampoo; personal deodorant; and sunscreen preparations.
100896	PAIVA (Stylized)	78/764420	09	Sunglasses.
100897	PAIVA (Stylized)	78/764608	18	Backpacks, duffel bags, gym bags, and tote bags.
100898	PAIVA (Stylized)	78/764611	16	Printed publications, namely, magazines in the field of active wear, leisure wear, sportswear, shoes, and accessories, and topics related to health, leisure, beauty, fitness and sports.
			41	Providing on-line magazines in the field of active wear, leisure wear, sportswear, shoes, and accessories, and topics related to health, leisure, beauty, fitness and sports.

File #	Mark	App. Serial No.	Class	Goods/Services
102442	PFIT	78/784894	25	Women's sports apparel, namely, bra tops, pants, shirts and shorts.
102447	PFIT LOGO	78/787367	25	Women's sports apparel, namely, bra tops, pants, shirts and shorts.
100351	TOLA	78/723569	35	Mail order services, catalogue services, retail stores and on-line retail stores featuring women's clothing, footwear, head wear, watches, sunglasses, bags, shoe care products, personal care items, and accessories.
100352	TOLA	78/723581	25	Women's clothing, head wear, and footwear.
100353	TOLA	78/723585	03	Shoe care products, namely, shoe polishes, creams, cleaners, and water and stain protectors; cosmetics; cologne; body lotion; non-medicated, moisturizing body glide; non-medicated, moisturizing sports cream; hair shampoo; personal deodorant; and sunscreen preparations.
100354	TOLA	78/723591	09	Sunglasses.
100355	TOLA	78/723627	18	Backpacks, duffel bags, gym bags, and tote bags.
100356	TOLA	78/723630	16	Printed publications, namely, magazines in the field of active wear, leisure wear, sportswear, shoes, and accessories, and topics related to health, leisure, beauty, fitness and sports.
			41	Providing on-line magazines in the field of active wear, leisure wear, sportswear, shoes, and accessories, and topics related to health, leisure, beauty, fitness and sports.

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