

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
HER, Inc.		03/07/2006	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Real Living, Inc.		
Street Address:	77 E. Nationwide Blvd.		
City:	Columbus		
State/Country:	OHIO		
Postal Code:	43215		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2326665	HOMESTART	
CORRESPONDENCE DATA			
Fax Number:	(614)221-0479		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	614.229.3215		
Email:	Michael.Mahoney@BaileyCavalieri.com		
Correspondent Name:	Michael P. Mahoney		
Address Line 1:	10 West Broad Street		
Address Line 2:	Suite 2100		
Address Line 4:	Columbus, OHIO 43215		
ATTORNEY DOCKET NUMBER:	78320-26097		
NAME OF SUBMITTER:	Michael P. Mahoney		
Signature:	/m p mahoney/		
Date:	03/07/2006		

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Total Attachments: 1
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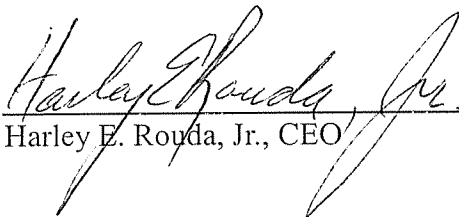
ASSIGNMENT OF REGISTRATION

WHEREAS, HER, Inc., ("Assignor") an Ohio corporation and wholly owned subsidiary of Assignee, has adopted, used, and is using the mark Homestart, Registration Number 2,326,665, registration date March 7, 2000; and

WHEREAS, Real Living, Inc., ("Assignee") with an address of 77 E. Nationwide Blvd. Columbus, Ohio 43215 is desirous of acquiring said mark and the registration thereof;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to said mark together with the goodwill of the business symbolized by the mark, and the above identified registration thereof.

HER, INC., ASSIGNOR

By: 
Harley E. Rouda, Jr., CEO