

**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>
Lifetime Products, Inc.		03/03/2006	CORPORATION: UTAH
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Performance Design, Inc.		
<b>Street Address:</b>	Freeport Center Building G-6		
<b>Internal Address:</b>	P.O. Box 16051		
<b>City:</b>	Clearfield		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84016		
<b>Entity Type:</b>	CORPORATION: UTAH		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78712224	LIFEPLAY	
<b>Serial Number:</b>	78730174	PERFORMANCE DESIGN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(801)328-1707		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(801) 533-9800		
<b>Email:</b>	jstringham@wnlaw.com		
<b>Correspondent Name:</b>	John C. Stringham		
<b>Address Line 1:</b>	60 East South Temple		
<b>Address Line 2:</b>	1000 Eagle Gate Tower		
<b>Address Line 4:</b>	Salt Lake City, UTAH 84111		
<b>ATTORNEY DOCKET NUMBER:</b>	16614.0		
<b>NAME OF SUBMITTER:</b>	John C. Stringham		

OP \$65.00 78712224

Signature:

/John C. Stringham 40,831/

Date:

03/08/2006

Total Attachments: 3

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## ASSIGNMENT

WHEREAS, Lifetime Products, Inc., (hereinafter referred to as "Assignor"), a corporation of the State of Utah, having a principal office at Freeport Center, Building D-11, P.O. Box 160010, Clearfield, Utah 84016-0010, has adopted, used, and is using and is the owner of all right, title, and interest in and to the United States trademark applications, listed in Schedule A attached hereto (collectively the "Scheduled Trademarks"); and

WHEREAS, Performance Design, Inc., a corporation of the State of Utah, having a principal office at Freeport Center, Building G-6, P.O. Box 16051, Clearfield, Utah 84016, is desirous of acquiring the entire right, title, and interest in and to the Scheduled Trademarks;

NOW, THEREFORE, in consideration of ten dollars (\$10.00) and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE the entire right, title, and interest in and to the Scheduled Trademarks, together with the goodwill of the business symbolized by and associated with the mark.

The Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and such officials in foreign countries and state trademark offices as are duly authorized by their laws to register trademarks, to issue any and all certificates of registration of the Scheduled Trademarks to the Assignee as the owner of the entire interest, for the sole use and behalf of the said Assignee, its successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon our heirs and legal representatives.

**LIFETIME PRODUCTS, INC.**

By: *Richard Hendrickson*

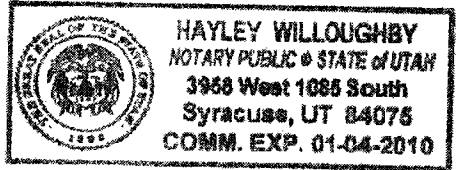
Name: *Richard Hendrickson*  
Title: *President*

STATE OF UTAH            )  
                                  ) : ss.  
COUNTY OF *DAVIS* )

On *March 3, 2006* 2006, before me personally appeared *Richard Hendrickson* known to me to be the person described and who signed the foregoing Assignment in my presence and acknowledged under oath before me that he has read the same and knows the contents thereof and that he executed the same as his free act and deed and for the purposes set forth therein.

*Hayley Willoughby*  
NOTARY PUBLIC  
Residing at *Syracuse, UT*

My Commission Expires:  
*01-04-2010*



**SCHEDULE A**

**United States Trademark Applications**

Mark	Serial No.	Filing Date
LIFEPLAY	78/712224	09/13/2005
PERFORMANCE DESIGN	78/730174	10/10/2006