

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
Scentco, LLC		03/30/2006	LIMITED LIABILITY COMPANY: GEORGIA
RECEIVING PARTY DATA			
Name:	Boston Ideas, LLC		
Street Address:	93 Genesis Parkway		
City:	Thomasville		
State/Country:	GEORGIA		
Postal Code:	31792		
Entity Type:	LIMITED LIABILITY COMPANY: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78553858	BRIGHTFEET	
CORRESPONDENCE DATA			
Fax Number:	(678)406-8701		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(678) 406-8700		
Email:	cdavis@bakerdonelson.com		
Correspondent Name:	Carl M. Davis II		
Address Line 1:	Five Concourse Parkway, Suite 900		
Address Line 4:	Atlanta, GEORGIA 30328		
ATTORNEY DOCKET NUMBER:	2901966-4		
NAME OF SUBMITTER:	Carl M. Davis II		
Signature:	/carl m davis ii/		
Date:	04/06/2006		

OP \$40.00 78553858

Total Attachments: 1
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ASSIGNMENT

Whereas, Scentco, LLC, a Georgia limited liability company having a principal business address of 93 Genesis Parkway, Thomasville, Georgia 31792, U.S., had an intent to use the mark BRIGHTFEET ("the Mark"), was undertaking activities to commence use of the Mark on goods, and is the owner of all right, title and interest in and to the following applications ("Applications") to register the Mark:

US Trademark Application S/N 78/553,858, filed January 25, 2005

Canadian Trademark Application Serial No. 1,265,999, filed July 19, 2005

Community Trademark Application Serial No. 004547014, filed July 18, 2005

Whereas, Boston Ideas, LLC, a Georgia limited liability company having a principal business address of 93 Genesis Parkway, Thomasville, Georgia 31792, U.S., as successor to the portion of the business to which the marks pertains, is desirous of acquiring the entire right, title and interest in and to the Mark in the United States, Canada, European Community, and throughout the world, and in and to the Applications for registration therefore;

Now, Therefore, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, Scentco, LLC does hereby assign to Boston Ideas, LLC, as successor to the portion of business to which the Mark pertains, the entire right, title and interest in and to the Mark BRIGHTFEET in the United States, Canada, European Community, and throughout the world and in and to the Applications for registration thereof, together with the goodwill of the business symbolized by that mark, effective March 7, 2005, this 30th day of March 2006.

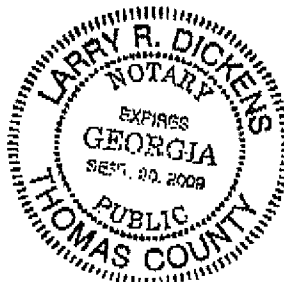
Scentco, LLC

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By: T. Kevin Vick
Name: T. Kevin Vick
Title: President

State of Georgia)

On March 30th, 2006, before me personally appeared T. Kevin Vick to me known, who being duly sworn by me did confirm that he is President of Scentco, LLC which executed this Assignment; and that he signed this Assignment by authority of Scentco, LLC.



Larry R. Dickens
Notary Public
My Commission Expires: