

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
SalonLiv, LLC		05/19/2006	LIMITED LIABILITY COMPANY: ILLINOIS
RECEIVING PARTY DATA			
Name:	Liv The Experience, Inc.		
Street Address:	10 East Walton Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60610		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78685221	LIV THE EXPERIENCE	
CORRESPONDENCE DATA			
Fax Number:	(480)753-9400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(480) 477-3788		
Email:	mwright@wrightlawgroup.com		
Correspondent Name:	Mark F. Wright		
Address Line 1:	7201 West Oakland, Suite 2		
Address Line 4:	Chandler, ARIZONA 85226		
ATTORNEY DOCKET NUMBER:	LIV THE EXPERIENCE		
NAME OF SUBMITTER:	Mark F. Wright		
Signature:	/Mark F. Wright/		
Date:	05/31/2006		

CH \$40.00 78685221

Total Attachments: 1
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ASSIGNMENT OF TRADEMARK

WHEREAS SalonLiv, LLC hereinafter “Assignor”) has used the trademark LivTheExperience (hereinafter “Mark”), and filed an application for registration of the Mark in the United States Patent and Trademark Office (78/685,221); and

WHEREAS Liv The Experience, Inc. (hereinafter “Assignee”) is desirous of acquiring any and all rights that Assignor may have in and to the Mark and the pending registration therefor, together with any common law rights and the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, along with the right to recover for damages and profits for past infringements thereof;

WHEREAS Assignor further agrees to execute and deliver at the request of the assignee, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed reasonably necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor

NOW, THEREFORE, for good and valuable consideration, the adequacy and receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark and the pending registration therefor for the United States and throughout the world together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, along with the right to recover for damages and profits for past infringements thereof.

For Assignor:

By Sascha Bianchin

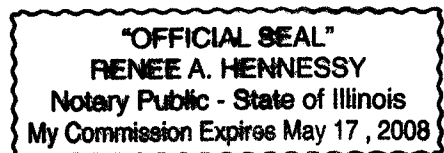
ACKNOWLEDGMENT

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STATE OF ILLINOIS)
) ss.:
COUNTY OF COOK)

On this 19th day of May, 2006, before me personally came Sascha Bianchin to me known or otherwise identified by me, who, being by me duly sworn, did depose and say that he/she is the duly authorized representative of SalonLiv, LLC and has executed the foregoing instrument on behalf of the same.



Renee A. Hennessy
Notary Public

TRADEMARK