

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
River's End Holdings, LLC		06/14/2006	LIMITED LIABILITY COMPANY: MINNESOTA
RECEIVING PARTY DATA			
Name:	SOLARShieldDirect, LLC		
Street Address:	415 11th Avenue S.		
City:	Hopkins		
State/Country:	MINNESOTA		
Postal Code:	55343		
Entity Type:	LIMITED LIABILITY COMPANY: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78742364	SOLAR SHIELD MOISTURE MANAGEMENT UPF 30+ PROTECTION	
CORRESPONDENCE DATA			
Fax Number:	(952)842-1742		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	952-896-3397		
Email:	ipgroup@larkinhoffman.com		
Correspondent Name:	Thomas J. Oppold		
Address Line 1:	1500 Wells Fargo Plaza		
Address Line 2:	7900 Xerxes Avenue South		
Address Line 4:	Minneapolis, MINNESOTA 55431		
ATTORNEY DOCKET NUMBER:	29900-11		
NAME OF SUBMITTER:	Thomas J. Oppold		
Signature:	/Thomas J. Oppold/		

OP \$40.00 78742364

Date:

06/27/2006

Total Attachments: 1

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment"), is made and entered into this 14 day of June, 2006 (the "Effective Date") by and between River's End Holdings, LLC, a Minnesota limited liability company (the "Assignor") in favor of SOLARShieldDirect, LLC, a Minnesota limited liability company (the "Assignee").

WITNESSETH:

WHEREAS, Assignor is the record owner with the United States Patent and Trademark Office of all rights, title and interest in and to the mark -- SOLAR SHIELD plus design -- as represented in United States trademark application serial number 78/742364 (collectively, hereinafter the "Trademark");

WHEREAS, Assignee desires to acquire from Assignor and whereas Assignor desires to transfer to Assignee all of Assignor's rights, title and interest in and to the Trademark together with the goodwill of the business in connection with which the Trademark is used or intended to be used;

NOW, THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, hereby transfers, sells, assigns and sets over unto the Assignee, its successors and assigns, Assignor's entire rights, title and interest in and to the Trademark, together with all of the goodwill of the business in connection with which the Trademark is used or intended to be used, along with the right to sue and recover damages, and profits and any other available remedies for any past, present or future infringement thereof as fully and entirely as the same would have been held and enjoyed by Assignor had this transfer and assignment not been made.

Assignor covenants and agrees that it will, without charge to Assignee, whenever so required by Assignee, execute and deliver such further instruments and perform any other reasonable acts that Assignee may require as may be necessary or convenient for vesting in Assignee the full benefit of all of the rights hereby assigned and/or provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in possession or control of Assignor.

Date: June 14, 2006

By: 

Name: Richard Ward

Title: President

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