

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
Melanie Schaengold		06/16/2006	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Curves International, Inc.		
Street Address:	100 Ritchie Road		
City:	Waco		
State/Country:	TEXAS		
Postal Code:	76712		
Entity Type:	CORPORATION: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78682219	LEARNING CURVES FOR LIFE	
CORRESPONDENCE DATA			
Fax Number:	(713)425-7952		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	7137528652		
Email:	jHUDSON@CRAINCATON.COM		
Correspondent Name:	James E. Hudson III		
Address Line 1:	1401 McKinney		
Address Line 2:	Suite 1700		
Address Line 4:	Houston, TEXAS 77010		
ATTORNEY DOCKET NUMBER:	016565-000292		
NAME OF SUBMITTER:	James E. Hudson III		
Signature:	/James E. Hudson III/		
Date:	07/05/2006		

CH \$40.00 78682219

Total Attachments: 3

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ASSIGNMENT

This Assignment of trademarks and associated goodwill (the "Assignment"), effective as of May 30, 2006, (the "Effective Date") is made by and between Melanie S. Schaengold, an individual who may be found at 4827 30th Street N, Arlington Virginia 22207 U.S.A. ("Assignor"), and Curves International, Inc., a Texas corporation having its principal office at 100 Ritchie, Waco, Texas 76712 (Assignee).

Whereas, Assignor has certain rights in the trademark LEARNING CURVES FOR LIFE for educational services, namely, conducting classes, seminars, conferences, workshops, lectures and distributing course material in the field of wellness for women (collectively "the Mark");

Whereas Assignor is the applicant of U.S. Trademark Application Serial Number 78/682,219 for the Mark;

Whereas Assignor agrees to assign and Assignee agrees to acquire all of Assignor's right, title, good will, and interest in and to the Mark and U.S. Trademark Application Serial Number 78/682,219, the goodwill of the business symbolized thereby, and the right to recover damages and profits for past, present and future infringement thereof as permitted by law.

Now, therefore, in consideration of the premises and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. As of the Effective Date, Assignor hereby assigns, transfers, and conveys unto Assignee all of Assignor's right, title, and interest in and to the Mark and U.S. Trademark Application Serial Number 78/682,219, the goodwill of the business symbolized thereby, and the right to recover damages and profits for past, present and future infringement thereof;
2. This Assignment shall be governed by and construed in accordance with the laws of the United States of America and of the State of Texas.
3. In Witness whereof, each party has caused its duly authorized representative to execute this Assignment effective as of the date first above written.

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Melanie S. Schaengold

By: Melanie S. Schaengold

Dated June 16, 2006

STATE OF VIRGINIA

§
§
§

COUNTY OF Arlington

On this day, before me, the undersigned, a Notary Public, duly commissioned, qualified and acting, the within named Melanie S. Schaengold, who stated that she has capacity to execute the foregoing instrument, and further stated that and acknowledged that she had so signed, executed and delivered said foregoing instrument for consideration, uses and purposes therein mentioned and set forth.

IN TESTIMONY WHEREOF, I have hereunto set my hand and official seal on this 16th day of June, 2006.

R. Law
Notary Public

Raymond Kwok-Hung Law
Notary Public of Arlington, VA
My Commission Expires Feb. 28, 2010



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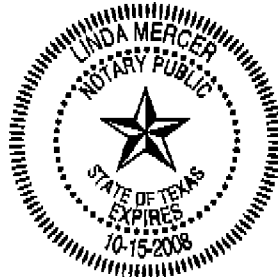
Curves International, Inc.

By: [Signature]
Roger Schmidt, Vice President and Chief General Counsel

STATE OF TEXAS §
 §
COUNTY OF MCLELLAN §

On this day, before me, the undersigned, a Notary Public, duly commissioned, qualified and acting, the within named Roger Schmidt, who stated that he is the Vice President and Chief General Counsel of Curves International, Inc. and was duly authorized in his capacity to execute the foregoing instrument for and in the name and behalf of said corporation, and further stated that and acknowledged that he had so signed, executed and delivered said foregoing instrument for consideration, uses and purposes therein mentioned and set forth.

IN TESTIMONY WHEREOF, I have hereunto set my hand and official seal on this 5th day of July, 2006.



[Signature]
Notary Public

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