

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	09/09/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Fantasy Lady, Inc.		06/09/2006	CORPORATION: LOUISIANA

**RECEIVING PARTY DATA**

Name:	Pure Romance, Inc.
Street Address:	161 Commerce Blvd.
City:	Loveland
State/Country:	OHIO
Postal Code:	45140
Entity Type:	CORPORATION: OHIO

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Registration Number:	2313349	FANTASY LADY
Registration Number:	2375870	FUN PARTIES
Serial Number:	78577759	BOOTY CANDLE

**CORRESPONDENCE DATA**

Fax Number: (513)241-8259  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 513-621-2120  
 Email: smyoung@strausstroy.com  
 Correspondent Name: Shawn M. Young  
 Address Line 1: 150 East Fourth Street  
 Address Line 2: Strauss & Troy; Federal Reserve Bldg.  
 Address Line 4: Cincinnati, OHIO 45202-4018

ATTORNEY DOCKET NUMBER:	101398.001
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OP \$90.00 2313349

NAME OF SUBMITTER:	Shawn M. Young
Signature:	/shawn m young/
Date:	07/06/2006
Total Attachments: 1 source=PureRomanceAssignment#page1.tif	

ASSIGNMENT

WHEREAS, Fantasy Lady, Inc., a Louisiana corporation with its principal place of business at 2057 Paxton Street, Harvey, Louisiana 70058 ("Assignor"), has adopted, used and is using the mark "FANTASY LADY" and has a registration of said mark on the Principal Register in the United States Patent and Trademark Office, Registration No. 2313349; and has adopted, used and is using the mark "FUN PARTIES" and has a registration of said mark on the Principal Register in the United States Patent and Trademark Office, Registration No. 2375870, and has adopted, used and is using the mark "BOOTY CANDLE" and has an application pending for registration of said mark on the Principal Register in the United States Patent and Trademark Office, Serial No. 78577759, and has adopted, used and is using the mark "FANTASY LADY" and has a European Community Trademark Registration (CTM) of said mark, No. 001362656 (the foregoing marks collectively referred to herein as the "Marks"); and

WHEREAS, Pure Romance, Inc., an Ohio corporation with its principal place of business at 161 Commerce Blvd., Loveland, Ohio 45140 ("Assignee"), is desirous of acquiring the Marks and the above identified registrations thereof.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks, together with the good will of the business symbolized by the Marks, and the above identified registrations thereof.

Dated effective as of the 9<sup>th</sup> day of September, 2005.

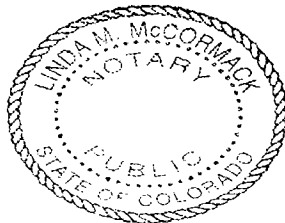
FANTASY LADY, INC.

By: Ann W. Sanders  
Ann W. Sanders, President

STATE OF CO )  
 ) SS:  
COUNTY OF TELLER )

BE IT REMEMBERED, that on this 9 day of JUNE, 2006, before me, the subscriber, a Notary Public in and for said county, personally came Ann W. Sanders, the President of Fantasy Lady, Inc., who acknowledged that she signed the foregoing instrument on behalf of said corporation and that the signing thereof is her voluntary act and deed and the voluntary act and deed of said corporation.

IN TESTIMONY THEREOF, I have hereunto subscribed my name and affixed my seal on this day and year aforesaid.



Linda M. McCormack  
Notary Public My Commission Expires 03/09/2010