

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
Lifestyle Brands Ltd.		06/16/2006	LIMITED LIABILITY COMPANY: CANADA
RECEIVING PARTY DATA			
Name:	Lifestyle Brands Corporation		
Street Address:	633 Sheppard Avenue West		
City:	Toronto		
State/Country:	CANADA		
Postal Code:	M3H 2S3		
Entity Type:	Unlimited Liability Company: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78818726	PREMISE	
CORRESPONDENCE DATA			
Fax Number:	(416)638-3500		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	416-638-6500		
Email:	gstankus@collectiveintl.com		
Correspondent Name:	Gina E. Stankus / Legal Coordinator		
Address Line 1:	633 Sheppard Avenue West		
Address Line 4:	Toronto, CANADA M3H 2S3		
ATTORNEY DOCKET NUMBER:	PREMISE SN 78818726		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

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Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Gina E. Stankus

Signature:

/ges 2006/

Date:

07/07/2006

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Lifestyle Brands Ltd., an Ontario Corporation, having a place of business at 633 Sheppard Avenue West, Toronto, Ontario, CANADA M3H 2S3 (hereinafter "Assignor"), is the owner of trademark PREMISE in the United States under Serial No. 78-818,726 (hereinafter referred to as the "Trademark");

WHEREAS, Lifestyle Brands Corporation, a Nova Scotia unlimited liability company, having a place of business at 633 Sheppard Avenue West, CANADA M3H 2S3 (hereinafter "Assignee"), desires to acquire all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademark; and

WHEREAS, Assignor and Assignee are desirous of making this Assignment a matter of record.

NOW, THEREFORE, for good and valuable consideration in the amount of \$1.00 provided by the Assignee to the Assignor, the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title, and interest in and to the aforesaid Trademarks, together with the goodwill of the business symbolized by the Trademarks.

FURTHER, Assignor hereby covenants, agrees and undertakes to execute all confirmatory assignments, lawful oaths, and any other papers which Assignee may reasonably deem necessary or desirable for securing to Assignee or for maintaining for Assignee the Trademarks hereby assigned, all without further compensation to Assignor. Assignee is responsible for all other costs associated with maintenance of the Trademarks, including but not limited to the Apostille process where required and the recordation of title changes.

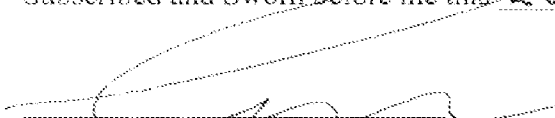
FURTHER, this Assignment constitutes a legal, valid and binding assignment to Assignor, enforceable against Assignor in accordance with its terms and the laws of the Province of Ontario.

This Assignment is hereby effective as of June 16, 2006.

ASSIGNOR: LIFESTYLE BRANDS LTD.

By: 
Name: Kenneth J. Finkelstein
Title: Chief Financial Officer


Subscribed and Sworn before me this 16th day of June, 2006.


Notary Public Being a Barrister and Solicitor,
my Commission does not expire.

ASSIGNEE: LIFESTYLE BRANDS CORPORATION

By: 
Name: Bruce T. Pettet
Title: President & CEO

Subscribed and Sworn before me this 1st day of June, 2006.


Notary Public

My Commission Expires: 6-24-2007

