

06-09-2006

Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office



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To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

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1. Name of conveying party(ies):

BEST BUY ENTERPRISE SERVICES, INC.

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation- State: MINNESOTA
- Other _____

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) MAY 27, 2006

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other _____

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: EQ-LIFE STORES, LLC

Internal Address: MICHAEL MAROLT, PRESIDENT

Street Address: 5803 NEAL AVENUE No

City: OAK PARK HEIGHTS

State: MN

Country: USA Zip: 55082

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other LLC Citizenship DELAWARE / USA

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

78/494,547
78/494,561

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

EQ-LIFE
EQ LIFE & DESIGN

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: MICHAEL J. McELLISTREM

Internal Address: BRIGGS AND MORGAN PA.

Street Address: 332 MINNESOTA ST.
SUITE 2200

City: ST. PAUL

State: MN Zip: 55104

Phone Number: (651) 808-6600

Fax Number: (651) 808-6450

Email Address: mcellistrem@briggs.com

6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 2.6(b)(6) & 3.41)

\$65.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:

Michael McEllistrem
Signature

6/1/06
Date

Total number of pages including cover sheet, attachments, and document: 2

06/08/2006 DRYRNE 00000017 78494547 Name of Person Signing

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment and Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

01 FC:8521
02 FC:8522

TRADEMARK
REEL: 003351 FRAME: 0319

DEED OF ASSIGNMENT

WHEREAS Best Buy Enterprise Services, Inc., a Minnesota corporation having a place of business at 7601 Penn Avenue South, Richfield, Minnesota 55423, (hereinafter referred to as "the Assignor") desires to assign to eq-life Stores, LLC, a Delaware Limited Liability Company, having a place of business at 5803 Neal Avenue North Oak Park Heights, Minnesota 55082, (hereinafter referred to as "the Assignee"), the following trademark rights (hereinafter referred as "the Trademarks"):

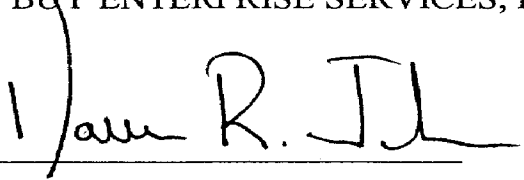
TRADEMARK	APPLICATION NO.	JURISDICTION
EQ-LIFE	78/494,547	U.S.
EQ LIFE & DESIGN	78/494,561	U.S.

NOW THEREFORE the Assignor, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, **HEREBY ASSIGNS** unto the Assignee all rights, title and interest in and to the Trademarks, including the right to enforce the Trademarks and to collect damages for past infringement, together with the goodwill of the associated business.

IN WITNESS WHEREOF the Assignor has executed this assignment as of the 27th day of May, 2006.

BEST BUY ENTERPRISE SERVICES, INC.

By:



Printed Name: Darren R. Jackson

Title: Executive Vice President - Chief Financial Officer

June 2, 2006

BY CERTIFIED MAIL
RETURN RECEIPT REQUESTED

MAIL STOP ASSIGNMENT RECORDATION SERVICES
Director of the US Patent and Trademark Office
PO BOX 1450
Alexandria VA 22313-1450

Re: Michael Marolt / Acquisition of eq-life
Client / Matter No. 2750.142

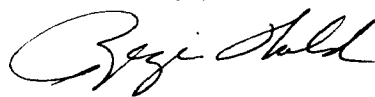
Enclosed for immediate filing in your office is the original Recordation Form Cover Sheet (Trademarks Only) with attached Deed of Assignment, showing the two (2) trademarks assigned.

Also enclosed is our firm check in the amount of \$65.00 as and for the filing fee payable to the Director, U.S. Patent and Trademark Office.

Also enclosed are duplicate copies of the documents to be stamped as an acknowledgement copy and return to my attention in the enclosed stamped envelope.

If you have any questions regarding this, please contact me.

Very truly yours,



Regina Walsh
Paralegal

RAW/wmf

Enclosures

cc: Michael Marolt
Michael J. McEllistrem (w/o encl.)