

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:	08/17/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Petters Company, LLC		08/17/2006	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Petters Consumer Brands, LLC
Street Address:	4400 Baker Road
City:	Minnetonka
State/Country:	MINNESOTA
Postal Code:	55343
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	78319372	ELEMENT
Serial Number:	78353889	GET TO THE FUN FASTER

CORRESPONDENCE DATA

Fax Number: (952)294-2785
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 952-936-5532
 Email: colleen.sarenpa@pettersgroup.com
 Correspondent Name: Colleen M. Sarenpa
 Address Line 1: 4400 Baker Road
 Address Line 4: Minnetonka, MINNESOTA 55442

NAME OF SUBMITTER:	Colleen M. Sarenpa, IP Manager
Signature:	/Colleen M. Sarenpa/

CH \$65.00 78319372

Date:

08/17/2006

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Petters Company, LLC, a limited liability company organized under the laws of the State of Delaware, having a place of business at 4400 Baker Road, Minnetonka, Minnesota 55343 ("Assignor"), is the owner in the United States of the marks and associated applications therefore identified on the attached Schedule A together with all common law rights in such marks and the goodwill of the business associated therewith (collectively hereinafter the "Marks"); and

WHEREAS, Petters Consumer Brands, LLC, a limited liability company organized under the laws of the State of Delaware, having a place of business at 4400 Baker Road, Minnetonka, Minnesota 55343 ("Assignee"), is desirous of obtaining all right, title and interest in and to the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

(i) Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Marks;

(ii) Assignor acknowledges and agrees that Assignee is the successor to the business of the applicant or that portion thereof to which the marks pertain; and

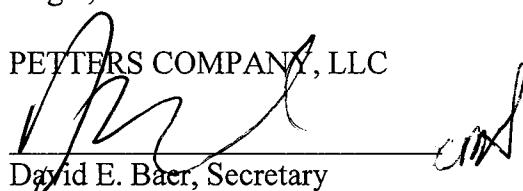
(iii) Assignor agrees to execute and deliver to Assignee without further consideration, all documents, instruments and assignments that Assignee may require in order to effect and/or evidence the assignment and transfer to Assignee of all right, title and interest in and to the Marks.

Date:

August 17, 2006

By:

PETTERS COMPANY, LLC



David E. Baer, Secretary

SCHEDULE A

APPLICATIONS

Trademark	Application No.
ELEMENT	78319372
GET TO THE FUN FASTER	78353889