

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Facile & Co. AB		08/30/2006	CORPORATION: SWEDEN

RECEIVING PARTY DATA	
Name:	Seriously AB
Street Address:	Midskogsgrand 11
Internal Address:	SE-115 43
City:	Stockholm
State/Country:	SWEDEN
Entity Type:	CORPORATION: SWEDEN

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2080075	SERIOUSLY

CORRESPONDENCE DATA	
Fax Number:	(202)585-8080
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	202-585-8220
Email:	NPTM@nixonpeabody.com
Correspondent Name:	David L. May, Esq.
Address Line 1:	Nixon Peabody LLP
Address Line 2:	401 9th Street N.W., Suite 900
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER:	740204-10
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DOMESTIC REPRESENTATIVE	
Name:	David L. May, Esq.
Address Line 1:	Nixon Peabody LLP
Address Line 2:	401 9th Street, N.W., Suite 900

CH \$40.00 2080075

Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

NAME OF SUBMITTER:

David L. May

Signature:

/david m. may/

Date:

09/19/2006

Total Attachments: 2

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ASSIGNMENT

Facile & Co. AB, a Sweden Corporation, with its principal place of business at Grevgatan 48, S-114 58 Stockholm, SWEDEN ("Assignor"), is the owner of the mark identified in Exhibit A and of the U.S. trademark registration therefor ("the Trademark").

Seriously AB, a Sweden Corporation, with its principal place of business at Midskogsgränd 11, SE-115 43 Stockholm, SWEDEN ("Assignee"), wishes to acquire the Trademark.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Trademark, together with the goodwill of the business associated with the Trademark, and the right to sue and recover for past infringements, dilution, and other violations.

FACILE & CO. AB

By: Name: X SOFIA DIKLEVTitle: X Authorized to sign long Power
of AttorneyDate: X 30/8-2006

EXHIBIT A

MARK

REG. NO.

REG. DATE

SERIOUSLY

2,080,075

July 15, 1997