

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
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		
City:	Stockholm		
State/Country:	SWEDEN		
Postal Code:	SE-115 43		
Entity Type:	CORPORATION: SWEDEN		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	78709741	IMAGIN	
Registration Number:	2735840	RUMOUR	
Registration Number:	2755101	IMA	
Registration Number:	2989890	IMAGIN	
Registration Number:	3075013	EXTREMIUM	
CORRESPONDENCE DATA			
Fax Number:	(212)536-3901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-536-3900		
Email:	nytrademarks@klng.com, jbernard@klng.com		
Correspondent Name:	Mark I. Peroff		
Address Line 1:	Kirkpatrick & Lockhart Nicholson Graham		
Address Line 2:	599 Lexington Avenue		
Address Line 4:	NEW YORK, NEW YORK 10022-6030		
ATTORNEY DOCKET NUMBER:	0820333.0042		

OP \$140.00 78709741

DOMESTIC REPRESENTATIVE

Name: Kirkpatrick & Lockhart Nicholson Graham
Address Line 1: 599 Lexington Avenue
Address Line 4: New York, NEW YORK 10022-6030

NAME OF SUBMITTER:	Keith E. Danish
Signature:	/Keith E. Danish/
Date:	09/20/2006

Total Attachments: 11

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source=NY-#465173-v1-Assign_Doc_Facile_&_Co_to_Seriously_AB#page2.tif
source=NY-#465173-v1-Assign_Doc_Facile_&_Co_to_Seriously_AB#page3.tif
source=NY-#465173-v1-Assign_Doc_Facile_&_Co_to_Seriously_AB#page4.tif
source=NY-#465173-v1-Assign_Doc_Facile_&_Co_to_Seriously_AB#page5.tif
source=NY-#465173-v1-Assign_Doc_Facile_&_Co_to_Seriously_AB#page6.tif
source=NY-#465173-v1-Assign_Doc_Facile_&_Co_to_Seriously_AB#page7.tif
source=NY-#465173-v1-Assign_Doc_Facile_&_Co_to_Seriously_AB#page8.tif
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Atty Ref.: 0820333.

TRADEMARK ASSIGNMENT

WHEREAS, **FACILE & CO. AB**, a Swedish corporation, with a business address of Grevgatan 48, S-114 58 Stockholm, Sweden [hereinafter referred to as "ASSIGNOR"], is the owner of all right, title and interest in and to the trademarks and federal trademark registrations and/or applications listed in the annexed Schedule "A"; and

WHEREAS, **SERIOUSLY AB**, a Swedish corporation, with a business address of Midskogsgrand 11, SE-115 43 Stockholm, Sweden [hereinafter referred to as "ASSIGNEE"], is desirous of acquiring said trademarks, the goodwill of the business associated therewith, and the registrations and/or applications therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and set over unto ASSIGNEE the entire right, title, and interest in and to the aforementioned trademarks in the United States of America, together with the goodwill of the business associated with said marks, the registrations and/or applications therefor, and the right to sue for past and future infringement thereof.

FACILE & CO, AB

Dated: 30/8-2006

By: 

Print Name: SOFIA DIRLEV

Title: Authorized through Power of Attorney

SCHEDULE "A"U.S. Trademark Registrations

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
RUMOUR	2,735,840	July 15, 2003
IMA	2,755,101	August 26, 2003
IMAGIN	2,989,890	August 30, 2005
EXTREMIUM	3,075,013	April 4, 2006

U.S. Trademark Applications

<u>Mark</u>	<u>Ser. No.</u>	<u>Filing Date</u>
IMAGIN	78/709,741	September 9, 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Atty. Ref: 0820333.

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In re Trademark Registration of	:
SERIOUSLY AB	:
Mark: RUMOUR	:
Reg. No.: 2,735,840	:
Dated: July 15, 2003	:
-----X	

**POWER OF ATTORNEY AND
APPOINTMENT OF DOMESTIC REPRESENTATIVE**

Seriously AB hereby revokes all previously-granted Powers of Attorney and appoints Mark I. Peroff, Keith E. Danish and Ruth E. Lazar, each a member of the Bar of the State of New York; Darren W. Saunders and Catherine R. Keenan, members of the Bars of the States of New York and Connecticut; Vincent P. Rao, a member of the Bar of the State of New Jersey; and all other members of the Bar of the State of New York in the firm of KIRKPATRICK & LOCKHART NICHOLSON GRAHAM LLP, 599 Lexington Avenue, New York, New York 10022-6030, Telephone No. (212) 536-3900, Fax No. (212) 536-3901, e-mail address: nytrademarks@king.com, its attorneys with full powers of substitution and revocation to transact all business in the United States Patent & Trademark Office in connection with the above referenced registration, which is owned by our company.

KIRKPATRICK & LOCKHART NICHOLSON GRAHAM LLP is also hereby designated as our company's representative upon whom notices or process in proceedings affecting the registration may be served.

- 2 -

Please address all correspondence in this matter to the attention of:

Mark I. Peroff, Esq.
KIRKPATRICK & LOCKHART
NICHOLSON GRAHAM LLP
599 Lexington Avenue
New York, New York 10022-6030
Telephone: (212) 536-3900
Facsimile: (212) 536-3901
E-mail: nytrademarks@kling.com

The U.S. Patent and Trademark Office is hereby authorized to communicate with the registrant or its representative via e-mail addressed to: nytrademarks@kling.com.

SERIOUSLY AB

Dated: 30/8-2006

By: 

Name: X SOFIA DIKLEV

Title: X MD

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Title: X MD

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SERIOUSLY AB

Dated: 30/8-2006

By: 

Name: X SOFIA DIKLEV

Title: X H.O.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Atty. Ref.: 0820333.
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Ser. No.: 78/709,741 :
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NY-4604(7 v)