

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Alderwoods (Delaware), Inc.		01/02/2007	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Alderwoods Group, Inc.		
<b>Street Address:</b>	311 Elm Street		
<b>Internal Address:</b>	Suite 1000		
<b>City:</b>	Cincinnati		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45202-2706		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2402147	SENSIBLE ALTERNATIVES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(513)579-6457		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	5135796960		
<b>Email:</b>	trademarks@kmklaw.com		
<b>Correspondent Name:</b>	Courtney A. Laginess		
<b>Address Line 1:</b>	One East Fourth Street		
<b>Address Line 2:</b>	Suite 1400		
<b>Address Line 4:</b>	Cincinnati, OHIO 45202		
<b>ATTORNEY DOCKET NUMBER:</b>	AL1878IP0001		
<b>NAME OF SUBMITTER:</b>	Courtney A. Laginess		
<b>Signature:</b>	/Courtney A. Laginess/		

OP \$40.00 2402147

Date:

01/08/2007

Total Attachments: 1

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**ASSIGNMENT OF A TRADEMARK**

WHEREAS, Alderwoods (Delaware) Inc., a Delaware corporation, ("Assignor") has adopted, used and is using a trademark, SENSIBLE ALTERNTAIVES, which is U.S. Registration No. 2402147; dated November 7, 2000 and

WHEREAS, Alderwoods Group, Inc., a Delaware Corp. of 311 Elm Street, Suite 1000, Cincinnati, Ohio 45202-2706, ("Assignee") is desirous of acquiring said registered trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Alderwoods (Delaware) Inc. does hereby assign to the said Alderwoods Group, Inc. right, title, and interest in and to the trademark and the goodwill of the business symbolized thereby.

ALDERWOODS (DELAWARE) INC.

By: *Judith M. Marshall*  
Judith M. Marshall, Secretary

On this 2 day of January, 2007, before me appeared Judith M. Marshall, Secretary of Alderwoods (Delaware), Inc., the person who signed this instrument, who acknowledged that she signed it on behalf of the identified corporation with authority to do so.

*Tobi Walls*  
(Signature of Notary Public)

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