

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
Thane International, Inc.		01/02/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	MLDV4, Inc.		
Street Address:	13640 Burbank Boulevard		
City:	Sherman Oaks		
State/Country:	CALIFORNIA		
Postal Code:	91401		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2642857	LE PRESSE	
CORRESPONDENCE DATA			
Fax Number:	(818)340-2859		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	818-347-7900		
Email:	scott@KLKPatentLaw.com		
Correspondent Name:	Scott W. Kelley		
Address Line 1:	6320 Canoga Avenue		
Address Line 2:	Suite 1650		
Address Line 4:	Woodland Hills, CALIFORNIA 91367		
ATTORNEY DOCKET NUMBER:	MLDV4-38589		
NAME OF SUBMITTER:	Scott W. Kelley		
Signature:	/Scott W. Kelley/		
Date:	01/08/2007		

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Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, **THANE INTERNATIONAL, INC.**, a corporation of the State of Delaware, as indicated on the records of the U.S. Patent and Trademark Office, owns an interest in the U.S. Trademark Registration identified as follows:

1. U.S. Trademark Registration No. **2,642,857** registered **October 29, 2002** for the mark **LE PRESSE**.

WHEREAS, **MLDV4, INC.**, a corporation of the State of California, with its principal place of business at 13640 Burbank Boulevard, Sherman Oaks, California 91401, is desirous of acquiring the above-identified interest in U.S. Trademark Registration, together with all associated good will.

NOW, THEREFORE, for good and valuable consideration, **THANE INTERNATIONAL, INC.**, a Delaware corporation assigns and transfers to **MLDV4, INC.**, a California corporation, all of its rights, title and interest in and to the above-identified trademark registration and all good will of the business symbolized by this mark.

The Commissioner of Patents and Trademarks is requested to record this Assignment in the files of the U.S. Patent and Trademark Office and return it to the attorneys of record:

Scott W. Kelley
KELLY, LOWRY & KELLEY, LLP
6320 Canoga Avenue
Suite 1650
Woodland Hills, California 91367

Date: January 2, 2007

THANE INTERNATIONAL, INC.

By: [Signature]

Name: Beth Olivier

Title: Assistant Corp. Secretary

State of Calif. Kern, A)
County of Riverside)

On 2nd day January, 2007 before me, Patti Barnes, Notary Public,
personally appeared Beth Oliver,

☒ personally known to me

☐ proved to me on the basis of satisfactory evidence to be the person

whose name is subscribed to the within instrument and acknowledged to

me that ^{she} ~~he~~ executed the same in ^{her} ~~his~~ authorized capacity, and that by ^{her} ~~his~~

signature on the instrument the person, of the entity upon behalf of which

the person acted, executed the instrument.

WITNESS my hand and official seal.

Patti Barnes
(Signature of Notary) *exp 8/29/10*

