

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Kenra, LLC		02/01/2007	LIMITED LIABILITY COMPANY: INDIANA

**RECEIVING PARTY DATA**

<b>Name:</b>	Propel Corp.
<b>Street Address:</b>	6501 Julian Avenue
<b>City:</b>	Indianapolis
<b>State/Country:</b>	INDIANA
<b>Postal Code:</b>	46219
<b>Entity Type:</b>	CORPORATION: INDIANA

**PROPERTY NUMBERS Total: 18**

Property Type	Number	Word Mark
Registration Number:	2150702	
Registration Number:	2206246	BEAUTY AND WELLNESS
Registration Number:	2196706	E ELUCENCE
Registration Number:	1440391	ELASTA
Registration Number:	1677299	ELASTA CARE
Registration Number:	1645759	ELASTA QP
Registration Number:	2147716	ELUCENT
Registration Number:	2527160	ELUCENT POWER DROPS
Registration Number:	0428669	KENRA
Registration Number:	2211853	NUTRITHERAPY
Registration Number:	2766281	ONE BEAUTY (YOURS)
Registration Number:	2678964	UNREEL
Registration Number:	1674730	

OP \$465.00 2150702

Registration Number:	1651276	360 PERM
Registration Number:	2012840	DPR-11
Registration Number:	1685929	KENRA
Registration Number:	1466103	TRIAX
Serial Number:	78806552	PLAZA SALON SYSTEMS

**CORRESPONDENCE DATA**

Fax Number: (317)632-2962

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 317-632-3232

Email: jkosc@dannpecar.com

Correspondent Name: Jeffrey Kosc

Address Line 1: 2300 One American Square

Address Line 2: Dann Pecar Newman & Kleiman, PC

Address Line 4: Indianapolis, INDIANA 46282

ATTORNEY DOCKET NUMBER:	16333-1
NAME OF SUBMITTER:	Jeffrey Kosc
Signature:	/jeffrey kosc/
Date:	02/21/2007

**Total Attachments: 4**

source=Assignment Kenra LLC to Propel Corp#page1.tif

source=Assignment Kenra LLC to Propel Corp#page2.tif

source=Assignment Kenra LLC to Propel Corp#page3.tif

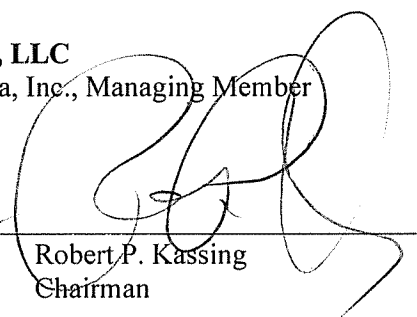
source=Assignment Kenra LLC to Propel Corp#page4.tif

**TRADEMARK ASSIGNMENT (U.S.)**

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **KENRA, LLC**, an Indiana limited liability company ("**Assignor**"), with an address of c/o Bose McKinney & Evans LLP, 2700 First Indiana Plaza, 135 North Pennsylvania Street, Indianapolis, Indiana 46204, Attention: Robert P. Kassing, ASSIGNS and CONVEYS, effective as of February 1, 2007 (the "Effective Date"), to **PROPEL CORP.**, an Indiana corporation having an address of c/o Imperial Capital Corporation, 200 King Street West, Suite 1701, P.O. Box 57, Toronto, ON M5H 3T4 ("**Assignee**"), Assignor's entire right, title and interest in and to the marks set forth on the attached Schedule A, any pending application for, and resulting United States registration of, any such mark, all goodwill associated with each such mark, and all claims and rights to sue for and collect damages by reason of infringement to the extent relating to any period on or after the Effective Date.

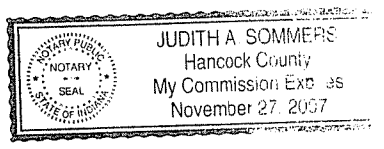
This Assignment is executed and delivered pursuant to the Asset Purchase Agreement dated as of February 1, 2007 (the "Purchase Agreement"), between Assignor, Assignee and Imperial Capital Corporation, an Ontario corporation ("ICC"). This Assignment does not alter or amend any of the covenants, representations or warranties of Assignor, Assignee or ICC contained in, or create any covenants, representations or warranties of Assignor, Assignee or ICC in addition to those expressly set forth in, the Purchase Agreement, each of which will survive the execution and delivery of this Assignment as and to the extent provided in the Purchase Agreement. In the event of any inconsistency between this Assignment and Purchase Agreement, the Purchase Agreement will control.

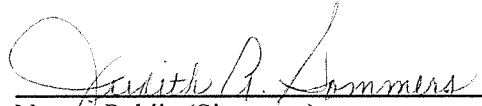
**KENRA, LLC**  
By: Kenra, Inc., Managing Member

By:   
Robert P. Kassing  
Chairman

STATE OF INDIANA            )  
  ) SS:  
COUNTY OF MARION        )

Before me, a Notary Public, within and for said County and State, personally appeared Robert P. Kassing, who acknowledged execution of this Trademark Assignment as Chairman of Kenra Inc. in its capacity as Managing Member of Kenra, LLC. Witness my hand and Notarial Seal this 1 day of February, 2007.



  
Notary Public (Signature)

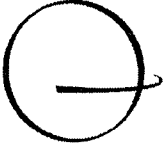


(Printed Name)



My Commission Expires: \_\_\_\_\_  
My County of Residence is: \_\_\_\_\_

**SCHEDULE A**  
**To**  
**Trademark Assignment**

**REGISTERED MARKS:**

United States:

MARK	REG. NO. AND REG. DATE	GOODS/SERVICES
	2150702 Registered April 14, 1998	Cooperative advertising and marketing services
BEAUTY AND WELLNESS	2206246 Registered November 24, 1998	Hair care preparations
 <i>elucence</i>	2196706 Registered October 13, 1998	Hair care preparations
ELASTA	1440391 Registered May 26, 1987	Professional hair care products, namely, styling gel, shampoo, permanent wave preparation, conditioner, relaxer, stylizing spray, and conditioning spray
ELASTA CARE	1677299 Registered March 3, 1992	Non-medicated hair care preparations
	1645759 Registered May 28, 1991	Hair care products, namely, hairspray, shampoo, conditioner, fixative, moisturizer and hair dressing
ELUCENT	2147716 Registered March 31, 1998	Hair care preparations
ELUCENT POWER DROPS (Disclaimer: "DROPS")	2527160 Registered January 8, 2002	Hair care products; namely, liquid oil

MARK	REG. NO. AND REG. DATE	GOODS/SERVICES
<b>KENRA</b>	428669 Registered April 1, 1947	Cosmetics-namely, hair dressing, hair remover, permanent wave lotion, shampoo
NUTRITHERAPY	2211853 Registered December 15, 1998	Non-medicated hair care preparations
ONE BEAUTY (YOURS)	2766281 Registered September 23, 2003	Wholesale distributorship services in the field of hair care preparations
UNREEL	2678964 Registered Jan. 21, 2003	Hair care preparations (non-medicated)
	1674730 (Registered February 11 1992; Renewal February 11 2002)	Hair dressing, hair rinse concentrate, permanent wave lotion and shampoo
360 PERM (Disclaimer: "PERM")	1651276 (Registered 7/23/91; renewal 7/23/01)	Hair care products; namely a permanent wave
DPR-11	2012840 (Registered October 29 1996)	Non-medicated hair care preparations
 <b>Kenra</b>	1685929 (Registered May 12 1992; Renewed ; Renewal May 12 2002)	Non-medicated hair care preparations
TRIAX	1466103 (Registered November 24 1987)	Hair conditioner

**MARKS FOR WHICH REGISTRATION APPLICATION IS PENDING:**

United States Applications:

MARK	SERIAL NO. AND FILING DATE	GOODS/SERVICES
PLAZA SALON SYSTEMS (Disclaimer: "SALON SYSTEMS")	78/806552 Filed February 3, 2006  Statement of Use filed 12/26/06	Hair care products, namely, shampoo, conditioner, hair gel, styling and finishing spray and hair spray