

**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>
Paul Feeney		03/16/2007	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Design for Living, LLC		
<b>Street Address:</b>	41 Madison Avenue, 10th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10010		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3160438	DESIGN FOR LIVING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(913)451-0875		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	913-451-5100		
<b>Email:</b>	gkraai@lathropgage.com		
<b>Correspondent Name:</b>	Gerald M. Kraai, Registration No. 34,854		
<b>Address Line 1:</b>	10851 Mastin Blvd, Bldg 82, Suite 1000		
<b>Address Line 4:</b>	Overland Park, KANSAS 66210		
<b>NAME OF SUBMITTER:</b>	Gerald M. Kraai		
<b>Signature:</b>	/Gerald M. Kraai/		
<b>Date:</b>	03/16/2007		
<b>Total Attachments: 1</b> source=DFL - Feeney Assignment#page1.tif			

CH \$40.00 3160438

## ASSIGNMENT

For \$10.00 (Ten Dollars) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged,

**PAUL FEENEY**

an individual citizen of the United States whose address is 41 Madison Avenue, New York, NY 10010 ("Assignor"), **hereby grants, conveys and assigns to**

**DESIGN FOR LIVING, LLC**


a Delaware limited liability company, whose address is 41 Madison Avenue, 10th Floor, New York, NY 10010, **all right, title, and interest in and to** the trademark and United States Trademark Registration stated below, to-wit

Mark:	<b>DESIGN FOR LIVING</b>
Registration No.:	<b>3,160,438</b>
Serial Number:	<b>78/545033</b>

together with the goodwill of the business symbolized by said trademark, all common law rights associated with said trademark, all claims for damages by reason of past, present or future infringement of said trademark, and the right to sue and collect for any past, present or future infringement of said trademark.

Assignor agrees to execute all such documents as may be requested by Assignee or its assigns to give effect to the terms and provisions hereof.

Executed March 16, 2007.

  
Paul Feeney