

**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
Lover's Lane & Co. (d.b.a. Lover's Lane)		04/02/2007	CORPORATION: MICHIGAN

**RECEIVING PARTY DATA**

<b>Name:</b>	Lover's Lane I.P., Ltd.
<b>Street Address:</b>	46750 Port Street
<b>City:</b>	Plymouth
<b>State/Country:</b>	MICHIGAN
<b>Postal Code:</b>	48170-6031
<b>Entity Type:</b>	CORPORATION: MICHIGAN

**PROPERTY NUMBERS Total: 41**

Property Type	Number	Word Mark
Serial Number:	75314491	ADDICTED TO LOVE
Serial Number:	76608787	ADULT TOY LUBE
Serial Number:	75712976	ALL YOU NEED IS LOVE
Serial Number:	75903020	ALWAYS NEW ALWAYS EXCITING
Serial Number:	76445212	BEARLY THERE LUBRICANT
Serial Number:	74537923	COUPLES THAT PLAY TOGETHER STAY TOGETHER
Serial Number:	76515516	FREQUENT LOVER CARD
Serial Number:	77072007	GIFTS OF LOVE
Serial Number:	78905591	HALLOWEEN LANE
Serial Number:	78770443	INSTANT SEXY
Serial Number:	76125022	LANE DIRECT
Serial Number:	74626192	LOVE CLUB
Serial Number:	76608788	LOVE DUST

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Serial Number:	75712570	LOVE IS ALL YOU NEED
Serial Number:	75731068	LOVE SLAVE
Serial Number:	75324192	LOVER BOY
Serial Number:	75558059	LOVER GIRL
Serial Number:	75743454	LOVERBOY
Serial Number:	75698757	LOVERGIRL
Serial Number:	75314803	LOVER'S LANE
Serial Number:	74407021	LOVER'S LANE
Serial Number:	77043508	LOVER'S LANE
Serial Number:	75698756	LOVER'S LANE HOME PARTIES
Serial Number:	78973179	LOVER'S LANE
Serial Number:	76494308	LOVER'S TOY CHEST
Serial Number:	78972984	LOVERSLANE.COM
Serial Number:	78770432	MAKING LOVE BETTER
Serial Number:	75903022	MONOGAMY WITHOUT MONOTONY
Serial Number:	76562217	QUICKIE LUBE
Serial Number:	77033266	REKINDLE THE PASSION WITH INTIMATE FASHION
Serial Number:	78894140	ROMANCE 101
Serial Number:	78972983	ROMANCE 101 HOME PARTIES
Serial Number:	77002910	ROMANCE INSTRUCTOR
Serial Number:	75750605	ROMANCE SPECIALIST
Serial Number:	76554030	SEXY SALE
Serial Number:	76125023	SPICE UP YOUR LOVE LIFE...TONIGHT
Serial Number:	76235993	THE ROMANTIC GIFT STORE
Serial Number:	75275574	THE ULTIMATE CATALOG FOR LOVERS
Serial Number:	74537899	THE ULTIMATE STORE FOR COUPLES
Serial Number:	77118119	UNIVERSITY OF LOVE
Serial Number:	77033277	VALENTINE'S DAY A CELEBRATION OF LOVE

**CORRESPONDENCE DATA**

Fax Number: (734)995-1777

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

Phone: 734.995.3110

Email: kinnaird@butzel.com

Correspondent Name: J. Michael Huget

Address Line 1: 350 South Main Street

Address Line 2: Suite 300  
Address Line 4: Ann Arbor, MICHIGAN 48104

ATTORNEY DOCKET NUMBER: 53072-0010

NAME OF SUBMITTER: J. Michael Huget

Signature: /J. Michael Huget/

Date: 04/13/2007

Total Attachments: 3  
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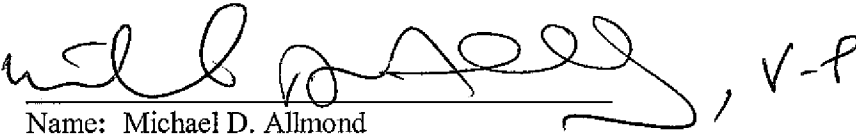
**TRADEMARK ASSIGNMENT**

Whereas, LOVER'S LANE & CO. (d.b.a. Lover's Lane), a Michigan corporation, having its principal place of business at 46750 Port Street, Plymouth, Michigan, 48170-6031 (hereinafter referred to as "Assignor"), has registered and/or filed applications to register the marks listed on the attached Schedule A;

Whereas, Lover's Lane I.P., Ltd., a Michigan corporation, having its principal place of business at 46750 Port Street, Plymouth, Michigan, 48170-6031 (hereinafter referred to as "Assignee"), desires to acquire the Marks listed on Schedule A;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Marks, together with the good will of the business symbolized by the Mark, and the above-identified registration.

**LOVER'S LANE & CO.**

By: , V-P  
Name: Michael D. Allmond

Its: Vice President  
Title:

Date: 4-2-07

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**Schedule A**  
**Trademark Assignment**  
**Lover's Lane & Co. and Lover's Lane I.P., Ltd.**

Mark	Country	Serial No.	Reg. No.	Status
ADDICTED TO LOVE	US	75/314491	2195250	Registered
ADULT TOY LUBE stylized	US	76/608787	3030800	Registered
ALL YOU NEED IS LOVE	US	75/712976	2675722	Registered
ALWAYS NEW ALWAYS EXCITING	US	75/903020	2589251	Registered
BEARLY THERE LUBRICANT	US	76/445212	2897759	Registered
COUPLES THAT PLAY TOGETHER STAY TOGETHER	US	74/537923	1906147	Registered
FREQUENT LOVER CARD	US	76/515516	2984495	Registered
GIFTS OF LOVE	US	77/072007		Pending
HALLOWEEN LANE	US	78/905591		Published
INSTANT SEXY	US	78/770443		Published
LANE DIRECT	US	76/125022	2754914	Registered
LOVE CLUB	US	74/626192	1942826	Registered
LOVE DUST stylized	US	76/608788	3072521	Registered
LOVE IS ALL YOU NEED	US	75/712570	2673335	Registered
LOVE SLAVE	US	75/731068	2675723	Registered
LOVER BOY	US	75/324192	2657480	Registered
LOVER GIRL	US	75/558059	2582640	Registered
LOVERBOY	US	75/743454	2893663	Registered
LOVERGIRL	US	75/698757	2565651	Registered
LOVER'S LANE	US	75/314803	2320046	Registered
LOVER'S LANE	US	74/407021	1827895	Registered

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**Schedule A**  
**Trademark Assignment**  
**Lover's Lane & Co. and Lover's Lane I.P., Ltd.**

Mark	Country	Serial No.	Reg. No.	Status
LOVER'S LANE Awning Logo	US	77/043508		Pending
LOVER'S LANE HOME PARTIES	US	75/698756	2565650	Registered
LOVER'S LANE Logo	US	78/973179		Published
LOVER'S TOY CHEST	US	76/494308	2900423	Registered
LOVERSLANE.COM Logo	US	78/972984		Published
MAKING LOVE BETTER	US	78/770432		Pending
MONOGAMY WITHOUT MONOTONY	US	75/903022	2595160	Registered
QUICKIE LUBE stylized	US	76/562217	3101192	Registered
REKINDLE THE PASSION WITH INTIMATE FASHION	US	77/033266		Pending
ROMANCE 101	US	78/894140		Published
ROMANCE 101 HOME PARTIES logo	US	78/972983		Published
ROMANCE INSTRUCTOR	US	77/002910		Pending
ROMANCE SPECIALIST	US	75/750605	2598492	Registered
SEXY SALE	US	76/554030	3060695	Registered
SPICE UP YOUR LOVE LIFE...TONIGHT	US	76/125023	3114514	Registered
THE ROMANTIC GIFT STORE	US	76/235993	2593258	Registered
THE ULTIMATE CATALOG FOR LOVERS	US	75/275574	2294895	Registered
THE ULTIMATE STORE FOR COUPLES	US	74/537899	1916996	Registered
UNIVERSITY OF LOVE	US	77/118119		Pending
VALENTINE'S DAY A CELEBRATION OF LOVE	US	77/033277		Pending

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