

**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>
Steven W. Ho		03/31/2007	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Plush Home, Inc.		
<b>Street Address:</b>	8323 Melrose Avenue		
<b>City:</b>	West Hollywood		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90069		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	78724322	PLUSH HOME	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)445-9169		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	310-666-6880		
<b>Email:</b>	katherine@koyanagilaw.com		
<b>Correspondent Name:</b>	Katherine Koyanagi		
<b>Address Line 1:</b>	11301 W. Olympic Blvd., #324		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90064		
<b>NAME OF SUBMITTER:</b>	Katherine Koyanagi		
<b>Signature:</b>	/kkoyanagi/		
<b>Date:</b>	04/16/2007		

OP \$40.00 78724322

Total Attachments: 2  
 source=Plush Assign#page1.tif

**900074563**

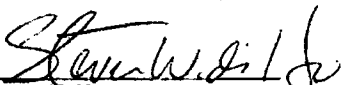
**TRADEMARK  
 REEL: 003523 FRAME: 0099**



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
ASSIGNMENT

WHEREAS, Steven W. Ho ("ASSIGNOR") owns certain trademarks and/or service marks, and application number 78724322 for the mark PLUSH HOME ("MARK"); and  
WHEREAS, Plush Home, Inc., a California corporation, with offices at 8323 Melrose Avenue, West Hollywood, CA 90069 ("ASSIGNEE"), desires to acquire all of the right, title and interest of ASSIGNOR in, to and under the MARK, together with the goodwill of the business symbolized by the MARK;  
WHEREAS, ASSIGNOR and ASSIGNEE have entered into a certain Assignment Agreement, dated March 22, 2007, assigning, among all right, title and interest in and to the MARK and in and to the registrations and/or applications for the same from ASSIGNOR to ASSIGNEE;  
Now, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration paid by ASSIGNEE to ASSIGNOR, the receipt and sufficiency of which hereby is acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE its entire right, title and interest in and to the MARK, and to the applications and/or registrations for the MARK (and the right to apply for the foregoing), together with the goodwill of the business symbolized by the MARK and the portion of the business of the ASSIGNOR to which the MARK pertains, including the right to sue and recover for any past infringement thereof.

IN WITNESS WHEREOF, ASSIGNOR has duly executed this assignment on this 31 day of March 2007.

  
Steven W. Ho

STATE OF CALIFORNIA )  
COUNTY OF LOS ANGELES )ss

On this the 31 day of MARCH 2007, before me,

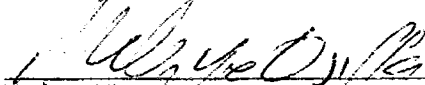
MILAYE TAGLAZOUNKPE DJIFFA, NOTARY PUBLIC  
the undersigned Notary Public, personally appeared

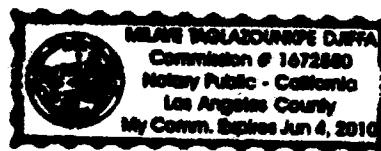
STEVEN W. HO

personally known to me

proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

Witness my hand and official seal.

  
Notary Public  
My Commission expires on 06-04-2010



**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California

County of LOS ANGELES } ss.

On MARCH 31, 2007 before me, MILAYE TAGLAZOUNKPE DJIFFA, NOTARY PUBLIC

personally appeared STEVEN WIDI HO

- personally known to me
- proved to me on the basis of satisfactory evidence

to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

*Milaye Taglazounkpe Djiffa*  
Notary Public

**OPTIONAL**

*Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.*

**Description of Attached Document**

Title or Type of Document: \_\_\_\_\_

Document Date: \_\_\_\_\_ Number of Pages: \_\_\_\_\_

Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer**

Signer's Name: \_\_\_\_\_

- Individual
- Corporate Officer — Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Attorney-in-Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

