

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
Lover's Lane & Co. (d.b.a. Lover's Lane)		04/23/2007	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Lover's Lane I.P., Ltd.		
Street Address:	46750 Port Street		
City:	Plymouth		
State/Country:	MICHIGAN		
Postal Code:	48170-6031		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77008357	THE MORE YOU KNOW...THE BETTER IT GETS	
CORRESPONDENCE DATA			
Fax Number:	(734)995-1777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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:	LOVER'S LANE		
NAME OF SUBMITTER:	J. Michael Huget		
Signature:	/J. Michael Huget/		

CH 77008357 \$40.00

Date:

04/25/2007

Total Attachments: 1

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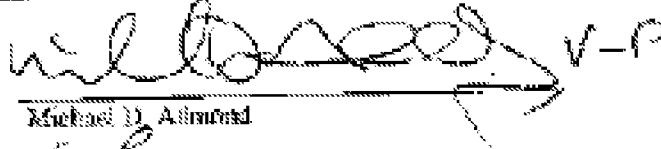
Whereas, LOVER'S LANE & CO. (d/b/a: Lover's Lane), a Michigan corporation, having its principal place of business at 46750 Fort Street, Plymouth, Michigan, 48170-6031 (hereinafter referred to as "Assignor"), has registered the mark listed below:

Mark	Serial No.	Reg. No.	Status
THE MORE YOU KNOW...THE BETTER IT GETS	774002350		Published

Whereas, Lover's Lane L.P., Ltd., a Michigan corporation, having its principal place of business at 46750 Fort Street, Plymouth, Michigan, 48170-6031 (hereinafter referred to as "Assignee"), desires to acquire the Mark listed above;

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 Mark, together with the good will of the business symbolized by the Mark, and the above-identified registrations.

LOVER'S LANE & CO.

By:  V-P
 Michael D. Ashford
 Its: V-P
 Vice President
 Dates: 4-23-07