

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
CFCP LAVORIS, LLC		05/01/2007	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	ECB HOLDING OF NORTH AMERICA LLC		
Street Address:	408 3rd Street, Suite 303		
City:	Wausau		
State/Country:	WISCONSIN		
Postal Code:	54403		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1867406	LAVORIS	
Registration Number:	0053922	LAVORIS	
Registration Number:	0882399	LAVORIS	
CORRESPONDENCE DATA			
Fax Number:	(416)961-5081		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	416-961-5000		
Email:	riches@patents-toronto.com		
Correspondent Name:	Riches, McKenzie & Herbert LLP		
Address Line 1:	2 Bloor Street East, Suite 1800		
Address Line 4:	Toronto, Ontario, CANADA M4W 3J5		
ATTORNEY DOCKET NUMBER:	T67207		
NAME OF SUBMITTER:	Paul Herbert		
Signature:	/Paul Herbert/		

OP \$90.00 1867406

Date:

06/26/2007

Total Attachments: 2

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ASSIGNMENT OF TRADE MARK RIGHTS – MORE THAN ONE MARK

The undersigned, **CFCP LAVORIS, LLC** (herein called the "Assignor"), having a principal place of business at 11718 Barrington Court, #264, Los Angeles, California 90094, U.S.A., in consideration of Five Dollars (\$5.00) and other good and valuable consideration paid to it, the receipt and adequacy of which is hereby confirmed, hereby sells, assigns and transfers to the **ECB HOLDING OF NORTH AMERICA LLC** (hereinafter called the "Assignee"), having a principal place of business at 408 3rd Street, Suite 303, Wausau, Wisconsin 54403, U.S.A. , all of Assignors' right, interest and title in and to the following:

- a) the following trade marks:

No.	Country	Trade Mark	Reg. No.	Reg. Date
1.	Canada	LAVORIS	TMA 175438	April 8, 1971
2.	U.S.A.	LAVORIS	1,867,406	December 13, 1994
3.	U.S.A.	LAVORIS & DESIGN	53,922	June 12, 1906
4.	U.S.A.	LAVORIS	882,399	December 16, 1969

(hereinafter called the "Trade Marks");

- b) Trade mark registration numbers for the Trade Marks;
- c) all of the goodwill which Assignor has in and to the Trade Marks;
- d) the right to oppose and/or continue any opposition to the registration of any other trade mark based on the Trade Marks; and

- e) the right to commence and/or continue any action for past infringement of any rights in the Trade Marks and to collect damages or profits as a result of such infringement.

EXECUTED at California, this 1st day of May, 2007.

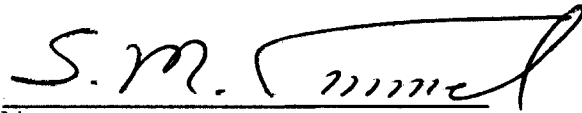
CFCP LAVORIS, LLC
(Assignor)



Name: Bruce Frazier
Position: CEO

EXECUTED at Wisconsin, this 1st day of May, 2007.

ECB HOLDING OF NORTH AMERICA LLC
(Assignee)



Name:
Position: