

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rod Stryker		07/27/2007	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA	
Name:	Pure Limited Licensing
Street Address:	P.O. Box 957, Offshore Incorporations Centre
City:	Road Town, Tortola
State/Country:	VIRGIN ISLANDS, BRITISH
Entity Type:	CORPORATION: VIRGIN ISLANDS, BRITISH

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Registration Number:	2474240	PURE YOGA
Registration Number:	2474238	PURE YOGA
Registration Number:	3052435	PURE YOGA

CORRESPONDENCE DATA	
Fax Number:	(503)778-2200
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	503-778-2127
Email:	trademarks@lanepowell.com
Correspondent Name:	Parna A. Mehrbani
Address Line 1:	601 SW Second Ave.
Address Line 2:	Suite 2100
Address Line 4:	Portland, OREGON 97204

ATTORNEY DOCKET NUMBER:	121453.1
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DOMESTIC REPRESENTATIVE	
Name:	

OP \$90.00 2474240

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Parna A. Mehrbani

Signature:

/Parna Mehrbani/

Date:

08/09/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Rod Stryker, individually, currently residing at 7211 Country Road 100, Carbondale, Colorado 81623, United States, (hereinafter "*Stryker*"), has used the trademarks and service marks listed in Schedule "A" attached hereto (hereinafter the "*Marks*");

WHEREAS, the Marks are registered in the United States Patent and Trademark Office;

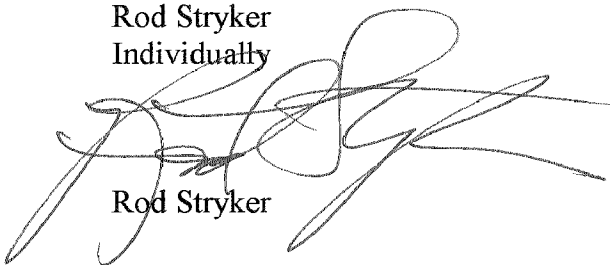
WHEREAS, Stryker is the owner of the United States Trademark and Service Mark Registrations set forth in Schedule "A" hereto (hereinafter "*Registrations*"); and

WHEREAS, Pure Limited Licensing, a British Virgin Islands corporation, having its registered office at P.O. Box 957, Offshore Incorporations Centre, Road Town, Tortola, British Virgin Islands (hereinafter "*Pure Limited*"), is desirous of acquiring said Marks and Registrations.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Stryker hereby assigns to Pure Limited all of his right, title, and interest in and to the Mark, throughout the United States, together with the goodwill symbolized by the Mark, and the Registrations, with all rights of action, powers, and benefits to the Mark, due or accrued, including the right to sue for and recover the same in the name of Pure Limited, its successors and assigns and other legal representatives, all rights to injunctive relief, damages, profits, costs, and attorney fees, due or accrued, arising out of past, present and future infringement of the Mark, or injury to said goodwill.

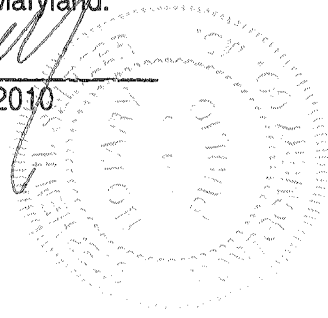
IN WITNESS WHEREOF, Stryker has caused this Trademark Assignment to be executed by its duly authorized representative on the date last set forth below.

Rod Stryker
Individually



Rod Stryker

Subscribed and sworn to before me, in my presence, this 27 day of July, 2007
Stephen H. Seltzer, Notary Public in and for the County of Montgomery, State of Maryland.


My Commission Expires July 1, 2010

SCHEDULE A

UNITED STATES TRADEMARKS

<u>Int Class</u>	<u>US Class</u>	<u>Serial No.</u>	<u>Registration No.</u>	<u>Mark</u>
41	100, 101 & 107	75724774	2,474,240	PURE YOGA (Design plus words, letters and/or numbers)
41	100, 101 & 107	75723841	2,474,238	PURE YOGA
25	22 & 39	76603699	3,052,435	PURE YOGA

URL

<http://www.pureyoga.com>