

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
Bella Tavola, LLC		04/26/2007	LIMITED LIABILITY COMPANY: GEORGIA
RECEIVING PARTY DATA			
Name:	Land O Sky, LLC		
Street Address:	P. O. Box 6676		
City:	Asheville		
State/Country:	NORTH CAROLINA		
Postal Code:	28816		
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78648053	BELLA TAVOLA THE SPIRIT OF ITALY BROUGHT HOME	
CORRESPONDENCE DATA			
Fax Number:	(864)233-7342		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	864-271-1592		
Email:	docketing@dority-manning.com		
Correspondent Name:	DORITY & MANNING, P.A.		
Address Line 1:	P. O. Box 1449		
Address Line 4:	Greenville, SOUTH CAROLINA 29602-1449		
ATTORNEY DOCKET NUMBER:	IMI-12-M1		
NAME OF SUBMITTER:	Richard M. Moose		
Signature:	/Richard M. Moose/		
Date:	08/10/2007		

OP \$40.00 78648053

Total Attachments: 4

source=IMI-12-M1 ASSIGNMENT_Page_1#page1.tif

source=IMI-12-M1 ASSIGNMENT_Page_2#page1.tif

source=IMI-12-M1 ASSIGNMENT_Page_3#page1.tif

source=IMI-12-M1 ASSIGNMENT_Page_4#page1.tif

ASSIGNMENT OF TRADEMARK INTERESTS

WHEREAS ASSIGNOR, Bella Tavola, LLC, is the sole and exclusive Applicant for registration of the trademark per pending intent to use based application for federal registration identified on Exhibit A attached hereto;

WHEREAS ASSIGNOR has intended to use in commerce the mark listed on the attached Exhibit A (such intent being evidenced by the intent to use based application identified on Exhibit A), but ASSIGNOR has not yet filed any Allegation of Use in connection with the pending application;

WHEREAS ASSIGNOR has used the mark in commerce in connection with On-line retail store services featuring dinnerware, serving spoons, and assorted barware, serving pieces, decorative bowls, linens, table linens, condiments, namely, seasonings, sauces, oil, vinegar, dressings, spreads, mustards, salt and pepper, coffee, tea cocktails, beverages, savorys, snacks, lamps, candles and candle holders, candelabras, vases, mirrors, frames, bed linens, decorative boxes; furniture, pots and urns for planting, office supplies, magnifying glasses, stationery sets, perfume bottles, jewelry boxes and plates, towels, lotion, soaps, oils, perfumery.

WHEREAS ASSIGNOR, is assigning the mark and registration application set forth on Exhibit A as part of the entire business or portion thereof, including the goodwill associated therewith, to which the marks referenced on Exhibit A pertain, as required by 15 U.S.C. Section 1060;

WHEREAS ASSIGNEE, Land O Sky, LLC, is desirous of acquiring the aforesaid trademark and above-referenced pending intent to use-based registration application;

WHEREAS ASSIGNEE has wired funds in the amount of eight thousand and 00/100 (\$8,000.00) into an escrow account maintained by ASSIGNOR's counsel, which funds shall be immediately available to ASSIGNOR upon execution of this Assignment;

NOW, THEREFORE, be it known that for and in consideration of the sum of eight thousand and 00/100 (\$8,000.00) and other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, transfers, and assigns to ASSIGNEE all right, title, and interest in and to the said trademark and pending registration application, together with the goodwill of the business symbolized thereby, and the Commissioner of Patents and Trademarks is requested to issue to ASSIGNEE as the owner of the full and exclusive title thereto all certificates of registration of the aforesaid mark based on the above-referenced application.

FURTHER, ASSIGNOR assigns unto ASSIGNEE all right to sue for and to receive all damages occurring from past infringement of the trademarks and/or registrations referenced above.

ASSIGNOR further warrants that upon the request of ASSIGNEE it shall make all rightful oaths, testify on the behalf of ASSIGNEE in matters involving the trademark, and application referenced above, and do all other lawful acts reasonably necessary to carry out the

intent of this Assignment, as well as to provide such other material, information, and/or assistance to ASSIGNEE as will be considered reasonably necessary in connection therewith, all at the sole expense of ASSIGNEE.

ASSIGNOR hereby transfers all rights associated with the business name Bella Tavola, LLC or variant thereof to Assignee. Assignor will cease use of the business name and file the documents necessary in the state of organization to formally demonstrate that the company will no longer be known as Bella Tavola, LLC or a variant thereof within 60 days of execution of this ASSIGNMENT.

ASSIGNOR AND ASSIGNEE agree that the only assets assigned or transferred under this agreement are those expressly identified above. No liabilities of Assignor have been or will be assigned or transferred to Assignee.

ASSIGNEE specifically releases, waives, and forever discharges ASSIGNOR, its members, their successors in interest, their heirs, past, present, and future assigns, officers, directors, subsidiaries, and affiliates from any and all claims, demands, actions, liabilities, and causes of action of every kind and character, whether asserted or unasserted, whether known or unknown, suspected or unsuspected, in law or in equity, for or by reason of any matter, cause or thing whatsoever, arising on or prior to the date of this Assignment, which ASSIGNEE may be entitled to assert against ASSIGNOR, excepting only the obligations created by, and the representations, warranties and covenants made in this Assignment.

ASSIGNOR and its affiliates, specifically releases, waives, and forever discharges ASSIGNEE, its members, their successors in interest, their heirs, past, present, and future assigns, officers, directors, subsidiaries, and affiliates from any and all claims, demands, actions, liabilities, and causes of action of every kind and character, whether asserted or unasserted, whether known or unknown, suspected or unsuspected, in law or in equity, for or by reason of any matter, cause or thing whatsoever, arising on or prior to the date of this Assignment, which ASSIGNOR may be entitled to assert against ASSIGNEE, excepting only the obligations created by, and the representations, warranties and covenants made in this Assignment.

This Assignment shall become effective only as of the date on which the second party to sign executes the Assignment or the date on which ASSIGNOR receives the funds, whichever is later.

Assignor
Bella Tavola, LLC

Assignee:
Land O Sky, LLC

By: [Signature]
Name Linda Prevosti
Title President
DATE:

By: [Signature]
Jim Lanning, President
DATE:

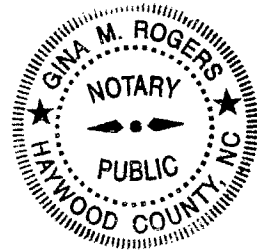
NOTARY

STATE OF North Carolina
COUNTY OF Buncombe

I, Gina M. Rogers, a Notary Public in and for the aforesaid State and County, do hereby certify that Jim Lanning personally appeared before me this day and that by the authority duly given and on behalf of acknowledged the foregoing instrument was signed and executed by them for the purposes therein expressed.

WITNESS my hand and notarial seal this the 11th day of April, 2007.

[Signature]
Notary Public
My Commission Expires: 10-12-08



NOTARY

STATE OF Georgia
COUNTY OF Fulton

I, Kimberly Miller, a Notary Public in and for the aforesaid State and County, do hereby certify that Linda Prevosti personally appeared before me this day and that by the authority duly given and on behalf of acknowledged the foregoing instrument was signed and executed by them for the purposes therein expressed.

WITNESS my hand and notarial seal this the 26 day of April, 2007.

[Signature]
Notary Public
My Commission Expires: September 11, 2010

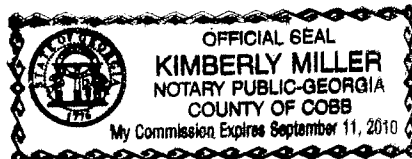


Exhibit A

Trademark application Serial No. 78/648,053 for the mark identified below:

Bella Tavola
The Spirit of Italy Brought Home