

**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>
Gelfand Design, Inc.		07/25/2007	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sharon Gelfand		
<b>Street Address:</b>	19 Capricorn Lane		
<b>City:</b>	Mt. Kisco		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10549		
<b>Entity Type:</b>	INDIVIDUAL: UNITED STATES		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78494154	PRESERVE IT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(845)353-1996		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	845-353-1818		
<b>Email:</b>	philip@furgang.com		
<b>Correspondent Name:</b>	Philip Furgang		
<b>Address Line 1:</b>	2 Crosfield Avenue		
<b>Address Line 2:</b>	Suite 210		
<b>Address Line 4:</b>	West Nyack, NEW YORK 10994		
<b>ATTORNEY DOCKET NUMBER:</b>	8964-TM		
<b>NAME OF SUBMITTER:</b>	Philip Furgang		
<b>Signature:</b>	/philip furgang/		
<b>Date:</b>	08/14/2007		

OP \$40.00 78494154

Total Attachments: 2

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ASSIGNMENT

WHEREAS, GELFAND DESIGN, INC., a corporation of the State of New York, having a principal place of business at 19 Capricorn Lane, Mt. Kisco, New York 10549, has filed an intent to use application for federal trademark registration of the trademark PRESERVE IT, Serial No. 78/494,154, filed on October 4, 2004, now pending;

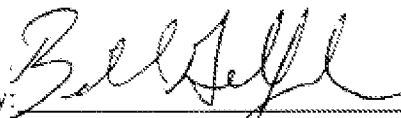
WHEREAS, SHARON GELFAND, an individual, located at 19 Capricorn Lane, Mt. Kisco, New York 10549, desires to acquire said mark and said application and is the successor to the portion of GELFAND DESIGN, INC.'s business to which the PRESERVE IT mark pertains, which business is ongoing;

NOW, THEREFORE, in consideration of and in exchange for the sum of one (1) dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, GELFAND DESIGNS, INC. does hereby assign, transfer, and convey to SHARON GELFAND, her successors and assigns, all of the entire worldwide right, title, and interest in and to said trademark, said application, and the good will of the business associated with the mark, including the right to sue for and recover injunctive and other relief for past, present, and future infringements of any rights in and to said mark.

I state that all statements made herein of my own knowledge are true and all statements made on information and belief are believed to be true; and, further, that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful, false statement may jeopardize the validity of this document and the registration.

GELFAND DESIGNS, INC.

Dated: July 25, 2007

By: 

Title: Chairman/Chief Executive Officer