

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	11/30/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Heartland Fragrance & Herb Company		09/28/2007	CORPORATION: MISSOURI

**RECEIVING PARTY DATA**

Name:	Heartland Fragrance Co., LLC
Street Address:	8585 Page Avenue
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63114
Entity Type:	LIMITED LIABILITY COMPANY: MISSOURI

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	2337911	ASHLEY PARKE
Registration Number:	2389655	LOVE NOTES
Registration Number:	2453711	ESSENTIAL MOMENTS
Registration Number:	2614495	THE NATURE OF BEING
Registration Number:	2617194	ENOBE
Registration Number:	2744415	BATH IN PROGRESS

**CORRESPONDENCE DATA**

Fax Number: (417)886-9126  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 417-886-2000  
 Email: ipdocketing@lathropgage.com  
 Correspondent Name: Joseph L. Johnson  
 Address Line 1: Lathrop & Gage L.C.

CH \$165.00 2337911

Address Line 2: 1845 South National  
Address Line 4: Springfield, MISSOURI 65808-4288

ATTORNEY DOCKET NUMBER:	367931
NAME OF SUBMITTER:	Joseph L. Johnson
Signature:	/Joseph L. Johnson/
Date:	09/28/2007

Total Attachments: 2  
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**ASSIGNMENT OF TRADEMARK**

THIS ASSIGNMENT is made this 28<sup>TH</sup> day of September, 2007 from Heartland Fragrance & Herb Company, a Missouri corporation (the "Assignor") having its principal place of business at 2909 East Industrial Drive, Springfield, Missouri 65802, to Heartland Fragrance Co., LLC, a Missouri limited liability company (the "Assignee") having its principal place of business at 8585 Page Avenue, St. Louis, Missouri 63114.

**WITNESSETH:**

WHEREAS, the Assignor is the owner of all rights, title, and interest in and to the Trademarks and Trademark Registrations (the "Trademarks"); as listed on Scheduled A attached hereto and made a part hereof; and

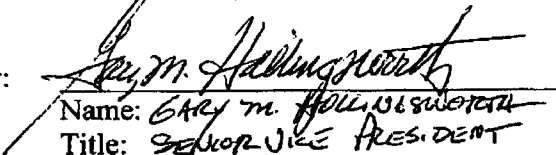
WHEREAS, the Assignee is desirous of acquiring the entire rights in and to the Trademarks;

NOW, THEREFORE, to all whom it may concern, be it known that said Assignor, for good and valuable consideration, receipt of which is hereby acknowledged, has sold, assigned, transferred, and set over, and by these presents does hereby sell, assign, transfer, and set over to said Assignee, its successors and assignees, nunc pro tunc the 30th day of November 2005, the entire right, title, and interest in and to said Trademarks and to the good will of the business symbolized by said Trademarks, said right, title, and interest to be held and enjoyed by said Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by said Assignor had this assignment not been made; together with all claims for damages by reason of past infringement of said Trademark, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment if its successors, assignee or other legal representatives.

IN WITNESS WHEREOF, said Assignor has caused these presents to be executed, nunc pro tunc the 30th day of November 2005, by an officer thereof, thereunto duly authorized this 28<sup>TH</sup> day of September, 2007.

Heartland Fragrance & Herb Company

By:

  
Name: GARY M. HOLLINGSWORTH  
Title: SENIOR VICE PRESIDENT

**SCHEDULE A**

<b>MARK</b>	<b>SERIAL NUMBER</b>	<b>REGISTRATION NUMBER</b>
ASHLEY PARKE	75/610,520	2,337,911
ESSENTIAL MOMENTS	75/611,014	2,453,711
LOVE NOTES	75/740,850	2,389,655
ENOBE	76/207,049	2,617,194
THE NATURE OF BEING	76/207,161	2,614,495
BATH IN PROGRESS	76/363,002	2,744,415

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