

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
Samanne Licensing Group, LLC		11/05/2007	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	Sandow Media, LLC		
Street Address:	3731 N.W. 8th Avenue		
City:	Boca Raton		
State/Country:	FLORIDA		
Postal Code:	33431		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	77030813	LUXE THE CALIFORNIA HOME REDEFINED	
Serial Number:	77276607	LUXE THE ARIZONA HOME REDEFINED	
Serial Number:	77276642	LUXE THE SOUTH FLORIDA HOME REDEFINED	
CORRESPONDENCE DATA			
Fax Number:	(561)659-6313		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	561-653-5000		
Email:	tina.lynch@akerman.com		
Correspondent Name:	J. Rodman Steele, Jr.		
Address Line 1:	222 Lakeview Avenue; Fourth Floor		
Address Line 4:	West Palm Beach, FLORIDA 33401-6183		
ATTORNEY DOCKET NUMBER:	7592- 25, 56, 57		
NAME OF SUBMITTER:	J. Rodman Steele, Jr.		

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Signature:

/J. Rodman Steele, Jr./

Date:

11/05/2007

Total Attachments: 2

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ASSIGNMENT OF U.S. TRADEMARK APPLICATIONS

WHEREAS, Samanne Licensing Group, LLC, a Florida Limited Liability Company, located and doing business at 3731 N.W. 8th Avenue, Boca Raton, Florida 33431 (hereinafter "ASSIGNOR"), owns the United States Trademarks evidenced by the United States Trademark Applications which are set forth on the attached Exhibit "A" (hereinafter "Trademarks");

WHEREAS, Sandow Media, LLC, a Delaware Limited Liability Company, located and doing business at 3731 N.W. 8th Avenue, Boca Raton, Florida 33431 (hereinafter "ASSIGNEE"), is desirous of acquiring the Trademarks and any goodwill associated therewith;

WHEREAS, Samanne Licensing Group, LLC is being dissolved, and all trademarks are being assigned to recently formed Sandow Media, LLC;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR hereby sells, assigns, transfers and conveys unto ASSIGNEE all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and associated therewith, and the sole and exclusive right to proceed in its own name against any past, present and/or future infringement of said Trademarks.

SAMANNE LICENSING GROUP, LLC

Date: 11-5-07

By: 

Type/Print Name: Adam J. Sandow

Type/Print Title: CEO

EXHIBIT A

Trademark

**United States Trademark
Application Serial No.**

LUXE THE CALIFORNIA HOME REDEFINED

77/030813

LUXE THE ARIZONA HOME REDEFINED

77/276607

LUXE THE SOUTH FLORIDA HOME REDEFINED

77/276642