

LISA M. DAVIS COMPANY:601 SW SECOND AVENUE, SUITE 2100

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.112/21/2007  
900094943

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT														
NATURE OF CONVEYANCE:	Corrective Assignment to correct the corporate name of Assignee previously recorded on Reel 003598 Frame 0485. Assignor(s) hereby confirms the assignment of the entire interest and the goodwill.														
CONVEYING PARTY DATA															
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Rod Stryker</td> <td></td> <td>12/21/2007</td> <td>INDIVIDUAL-UNITED STATES</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Rod Stryker		12/21/2007	INDIVIDUAL-UNITED STATES				
Name	Formerly	Execution Date	Entity Type												
Rod Stryker		12/21/2007	INDIVIDUAL-UNITED STATES												
RECEIVING PARTY DATA															
Name:	Pure Licensing Limited														
Street Address:	P.O. Box 957, Offshore Incorporations Centre														
City:	Road Town, Tortola														
State/Country:	BRITISH VIRGIN ISLANDS														
Entity Type:	CORPORATION: BRITISH VIRGIN ISLANDS														
PROPERTY NUMBERS Total: 3															
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>2474240</td> <td>PURE YOGA</td> </tr> <tr> <td>Registration Number:</td> <td>2474238</td> <td>PURE YOGA</td> </tr> <tr> <td>Registration Number:</td> <td>3052435</td> <td>PURE YOGA</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	2474240	PURE YOGA	Registration Number:	2474238	PURE YOGA	Registration Number:	3052435	PURE YOGA
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) 778-2137														
Email:	trademarks@lanepowell.com														
Correspondent Name:	Lisa M. Davis														
Address Line 1:	601 SW Second Avenue, Suite 2100														
Address Line 4:	Portland, OREGON 97204														
ATTORNEY DOCKET NUMBER:	121453.2														
DOMESTIC REPRESENTATIVE															

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Fax Server

:LISA M. DAVIS COMPANY:601 SW SECOND AVENUE, SUITE 2100

Name:	
Address Line 1:	
Address Line 2:	
Address Line 3:	
Address Line 4:	
NAME OF SUBMITTER:	Lisa M. Davis
Signature:	/lisa m. davis/
Date:	12/21/2007
Total Attachments: 2 source=Pure Yoga#page1.tif source=Pure Yoga#page2.tif	

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8/9/2007 3:46:47 PM PAGE 4/5 Fax Server

TO: PARNA A. MEHRBANI COMPANY: 601 SW SECOND AVE.

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.108/09/2007  
900084050

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
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		
DOMESTIC REPRESENTATIVE			
Name:			

OP \$90.00 2474240

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8/9/2007 3:48:47 PM PAGE 5/5 Fax Server

TO: PARNA A. MEHRBANI COMPANY: 601 SW SECOND AVE.

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 source=Pure - Assignment Agreement (2)#page1.tif source=Schedule A#page1.tif	

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LISA M. DAVIS COMPANY; 601 SW SECOND AVENUE, SUITE 2100

DEC-21-2007 04:49 PM PARAYOGA

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P. 02

**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 Licensing Limited, 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 Licensing*"), 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 Licensing 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 Licensing, 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

12/21/07

TRADEMARK

REEL: 003695 FRAME: 0614

LISA M. DAVIS COMPANY: 601 SW SECOND AVENUE, SUITE 2100

SCHEDULE A

(ASSETS)

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>*