

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
PartyLite Worldwide, Inc.		01/25/2008	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Midwest of Cannon Falls, Inc.		
Street Address:	32057 64th Avenue		
City:	Cannon Falls		
State/Country:	MINNESOTA		
Postal Code:	55009		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2872310	PURE DELIGHT	
CORRESPONDENCE DATA			
Fax Number:	(203)552-9168		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	203-552-6602		
Email:	lmandell@blyth.com		
Correspondent Name:	Lauren Mandell		
Address Line 1:	Blyth, Inc.		
Address Line 2:	One East Weaver St.		
Address Line 4:	Greenwich, CONNECTICUT 06831		
ATTORNEY DOCKET NUMBER:	000.0000.000.0001.1780.00		
NAME OF SUBMITTER:	Lauren Mandell		
Signature:	/lauren mandell/		

OP \$40.00 2872310

Date:

02/11/2008

Total Attachments: 1

source=Assignment of PURE DELIGHT#page1.tif

ASSIGNMENT

WHEREAS, PartyLite Worldwide, Inc., a corporation organized and existing under the laws of Delaware located at 59 Armstrong Road, Plymouth, MA ("Assignor"), is the owner of the following trademark (hereinafter, the "Trademark");

TRADEMARK	SERIAL NO./REGISTRATION NO.
PURE DELIGHT	2872310

and WHEREAS, Midwest of Cannon Falls, Inc., a corporation organized and existing under the laws of Minnesota located at 32057 64th Avenue, Cannon Falls, MN ("Assignee"), is desirous of acquiring the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

PartyLite Worldwide, Inc.

By: Nancy E. Piro

Name: NANCY E. PIRO

Title: Vice President, Product Marketing +

Date of Signature: 1/31/08 DEVELOPMENT