

**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>
Western Holdings, LLC		02/08/2008	LIMITED LIABILITY COMPANY: WYOMING
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bremenn IP Holdings, LLC		
<b>Street Address:</b>	1000 East William Street, Suite 204		
<b>City:</b>	Carson City		
<b>State/Country:</b>	NEVADA		
<b>Postal Code:</b>	89701		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEVADA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3277749	LUMEDIA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(801)517-7003		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	801-517-7048		
<b>Email:</b>	westernholdings@mjstc.net		
<b>Correspondent Name:</b>	Samantha Blair		
<b>Address Line 1:</b>	5742 West Harold Gatty Drive		
<b>Address Line 4:</b>	Salt Lake City, UTAH 84116		
<b>ATTORNEY DOCKET NUMBER:</b>	LUMEDIA		
<b>NAME OF SUBMITTER:</b>	Steve Bean, Attorney		
<b>Signature:</b>	/stevebean/		
<b>Date:</b>	02/22/2008		

OP \$40.00 3277749

**Total Attachments: 3**

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## ASSIGNMENT OF TRADEMARK APPLICATION

FOR TEN DOLLARS AND OTHER GOOD AND VALUABLE CONSIDERATION RECEIVED, the receipt and sufficiency of which is acknowledged, the undersigned, WESTERN HOLDINGS, LLC, a Nevada limited liability company ("Assignor"), hereby irrevocably sells, grants, conveys, assigns, and transfers to BREMENN IP HOLDINGS, LLC, a Nevada limited liability company ("Assignee"), its successors, assigns, and personal representatives, all of the undersigned's right, title and interest in and to application for trademark, described in Exhibit "A" attached hereto and all rights related thereto, including without limitation any and all associated goodwill, statutory and common law rights, and all actions and causes of action which may be related to these rights, including the right to sue for past, present and future damages or infringements (collectively, the "Property").

The undersigned warrants that it owns without lien or encumbrance all right, title and interest in and to the Property, and that the undersigned is unaware of any claim against the Property. The undersigned agrees to, and shall cooperate with Assignee or its designees and execute all oaths, declarations and other documents, as may be requested by Assignee and which shall be prepared by Assignee or its designees, to effect the foregoing assignment of rights from the undersigned to Assignee. Such cooperation and execution shall be at no additional compensation to undersigned; provided, however, that Assignee shall reimburse the undersigned for reasonable out-of-pocket expenses incurred at the specific request of Assignee or its designees. The undersigned hereby appoints Assignee to be the undersigned's attorney-in-fact with an irrevocable power to do all acts and things for and in the name of the undersigned in connection with the Property.

IN WITNESS WHEREOF, the said WESTERN HOLDINGS, LLC, as Assignor has caused these presents to be executed by a duly authorized officer or by a duly authorized manager thereof, this 8<sup>th</sup> day of February, 2008.

WESTERN HOLDINGS, LLC.

By:   
Steve H. Bean, Esq.  
Attorney for Western Holdings, LLC

IN WITNESS WHEREOF, the said BREMENN IP HOLDINGS, LLC, as Assignee has caused these presents to be executed by a duly authorized officer or by a duly authorized manager thereof, this 8<sup>th</sup> day of February, 2008

BREMENN IP HOLDINGS, LLC.

By:   
Steve H. Bean Esq.  
Attorney for Bremenn IP Holdings, LLC

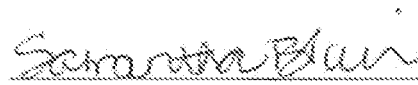
TRADEMARK

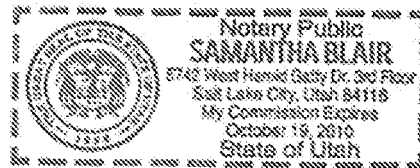
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STATE OF UTAH                    )  
  ) SS.  
COUNTY OF SALT LAKE        )  
  )

On this 8<sup>th</sup> day of February, 2008, personally appeared before me Steve H. Bean, to me personally known, who being duly sworn, deposes and says that he is the Attorney of Record, of WESTERN HOLDINGS, LLC, Assignor; that the execution and delivery of this Assignment was authorized by said limited liability company; and that he signed this Assignment as a free act on behalf of said limited liability company.

On this 8<sup>th</sup> day of February, 2008, personally appeared before me Steve H. Bean, to me personally known, who being duly sworn, deposes and says that he is the Attorney of Record, of BREMENN IP HOLDNIGS, LLC, Assignee; that the execution and delivery of this Assignment was authorized by said limited liability company; and that he signed this Assignment as a free act on behalf of said limited liability company.

  
\_\_\_\_\_  
Notary Public



**EXHIBIT A**

LUMEDIA – Registration Number 3,277,749, Class 3 – “Cosmetics.”

**TRADEMARK**

**RECORDED: 02/22/2008**

**REEL: 003723 FRAME: 0320**