

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bariatrix Products International, Incorporated		03/14/2008	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	ISI Brands Inc.		
Street Address:	3133 Orhard Vista Drive, SE		
City:	Grand Rapids		
State/Country:	MICHIGAN		
Postal Code:	49456		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	75319222	SMARTFUEL	
Registration Number:	2264046	SMART FUEL	
CORRESPONDENCE DATA			
Fax Number:	(212)336-8001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-336-8000		
Email:	ptodocket@arelaw.com		
Correspondent Name:	Holly Pekowsky, Esq.		
Address Line 1:	90 Park Avenue		
Address Line 2:	Amster, Rothstein & Ebenstein LLP		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	91006/435		
NAME OF SUBMITTER:	Holly Pekowsky		
Signature:	/Holly Pekowsky/		

CH \$65.00 75319222

Date:

04/02/2008

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Bariatrix Products International, Incorporated, a Canadian corporation, having an office and place of business at 4905 Fairway, Lachine, Quebec H8T 1B7, Canada ("Assignor") is the owner of the trademark SMARTFUEL and SMART FUEL & Design as shown in the attached Exhibit A (collectively, the "Mark"), and the related U.S. Trademark Registration No. 2,264,046 (the "Registration") and U.S. Trademark Application Serial No. 75/319,222 (the "Application"); and

WHEREAS, ISI Brands Inc., a Michigan corporation, having an office and place of business at 3133 Orchard Vista Drive, SE, Grand Rapids, MI 49546 ("Assignee") desires to acquire all of Assignor's right, title and interest in and to the Mark, including the Registration and the Application.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby assigns unto Assignee, its successors and assigns, the entire right, title and interest in and to the Mark (including, without limitation, the Registration and the Application), together with the goodwill of the business connected with and symbolized by the Mark, and all income, royalties, damages and payments now or hereafter due or payable in respect to the Mark and all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement and/or dilution of the same.

Bariatrix Products International, Incorporated

Executed as of 3/14, 2008

By Eugene Lyman
Name: _____
Title: Sales Manager

ACKNOWLEDGMENT

Eugene Lyman

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) ss.:
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On this 14th day of March 2008, before me came Eugene Lyman, who stated that he is the Sales Manager of Bariatrix Products International, Incorporated and acknowledged that he executed the above instrument as the act and deed of Bariatrix Products International, Incorporated with full authority to do so.

Elizabeth Kostinsky
Notary Public Elizabeth Kostinsky
My Commission Expires 2/9/20



Exhibit A

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