

**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>
L.F.P., Inc.		06/25/2008	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LFP IP, LLC		
<b>Street Address:</b>	8484 Wilshire Boulevard		
<b>Internal Address:</b>	Suite 900		
<b>City:</b>	Beverly Hills		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90211		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2635194	HUSTLER'S PRECIOUS PINK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(716)855-1580		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	716-849-1333x410		
<b>Email:</b>	ip@lglaw.com		
<b>Correspondent Name:</b>	John P. Hains, Esq.		
<b>Address Line 1:</b>	42 Delaware Ave.		
<b>Address Line 2:</b>	Suite 120		
<b>Address Line 4:</b>	Buffalo, NEW YORK 14202		
<b>ATTORNEY DOCKET NUMBER:</b>	11740.0085		
<b>NAME OF SUBMITTER:</b>	John P. Hains, Esq.		
<b>Signature:</b>	/j p hains/		

OP \$40.00 2635194

Date:

06/25/2008

Total Attachments: 1

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Trademark Assignment

LFP, INC., a California corporation with a principal place of business at 8484 Wilshire Boulevard, Suite 900, Beverly Hills, California 90211, hereby transfers and assigns to LFP IP, LLC, a Delaware limited liability company with a principal place of business at 8484 Wilshire Boulevard, Suite 900, Beverly Hills, California 90211, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, all right, title and interest in U.S. Trademark Registration No. 2635194 for HUSTLER'S PRECIOUS PINK together with all the goodwill of the business associated therewith.

LFP, INC. also hereby sells, assigns, transfers and sets over unto LFP IP, LLC, all contracts concerning the above referenced Mark, including claims for damages by reason of past infringement of the Mark, the rights to sue for, collect and keep the same for its own use and enjoyment, and the use and enjoyment of its successors, assigns or other legal representatives.

Dated: June 25, 2008

LFP, INC.

By: 

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Michael H. Klein, President

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