

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
Shoplive.com, Inc.		10/15/2008	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	AVP IP Holding Co., LLC		
Street Address:	101 Pugliese's Way		
Internal Address:	Suite 200		
City:	Delray Beach		
State/Country:	FLORIDA		
Postal Code:	33444		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2855607	SHOPLIVE.COM	
CORRESPONDENCE DATA			
Fax Number:	(215)832-5767		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-569-5767		
Email:	perry@blankrome.com		
Correspondent Name:	David M. Perry		
Address Line 1:	One Logan Square		
Address Line 2:	9th Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103-6998		
ATTORNEY DOCKET NUMBER:	128767-00106		
NAME OF SUBMITTER:	David M. Perry		
Signature:	/David M. Perry/		

CH \$40.00 2855607

Date:

10/29/2008

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS, TRADEMARK REGISTRATIONS AND APPLICATION

This Assignment is made effective on the 15th day of Oct. 2008, between Shoplive.com, Inc., a Florida corporation, residing at 101 Pineapple Grove Way, Delray Beach, Florida 33444 ("ASSIGNOR"), and AVP IP Holding Co., LLC, a Florida limited liability company, with an address of 101 Pugliese's Way, Suite 200, Delray Beach, Florida 33444 ("ASSIGNEE").

WHEREAS, ASSIGNOR has adopted the trademarks listed in Appendix A for which it owns federal registrations and an application in the United States Patent and Trademark Office;

WHEREAS, ASSIGNEE is desirous of acquiring said trademarks and any and all applications and registrations therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR does hereby assign, sell and transfer to ASSIGNEE, its successors and assigns, all of its right, title, and interest in and to said trademarks, together with the goodwill of the business symbolized by and associated with said trademark registrations and application set forth in Appendix A.

IN TESTIMONY WHEREOF, ASSIGNOR has executed this Assignment by duly authorized officers or agents.


SHOPLIVE.COM, INC.

Dated: October 15 2008

By: 

Anthony V. Pugliese, III

APPENDIX A

Trademark	Registration Number (Application Number)	Registration Date (Filing Date)
SHOPLIVE.COM and Design 	2,855,607	6/22/2004