

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| H.W. Sandberg IP Holdings, LLC | | 12/12/2008 | LIMITED LIABILITY COMPANY: NEVADA |
| RECEIVING PARTY DATA | | | |
| Name: | Western Holdings, LLC | | |
| Street Address: | 1821 Logan Avenue | | |
| City: | Cheyenne | | |
| State/Country: | WYOMING | | |
| Postal Code: | 82001 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: WYOMING | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3146814 | EYELEXIN | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (801)517-7003 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 801.530.2920 | | |
| Email: | IP@mjstc.net | | |
| Correspondent Name: | Evan S Strassberg | | |
| Address Line 1: | 5742 West Harold Gatty Drive | | |
| Address Line 4: | Salt Lake City, UTAH 84116 | | |
| ATTORNEY DOCKET NUMBER: | EYELEXIN | | |
| NAME OF SUBMITTER: | Evan S. Strassberg | | |
| Signature: | /Evan S. Strassberg/ | | |
| Date: | 01/26/2009 | | |

OP \$40.00 3146814

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

This ASSIGNMENT OF TRADEMARK ("Assignment"), effective as of December 12, 2008, is between H.W. SANDBERG IP HOLDINGS, LLC, a Nevada limited liability company ("Assignor") having a principal place of business at 1000 East William Street, Suite 204, Carson City, Nevada, 89701, and WESTERN HOLDINGS, LLC, a Wyoming limited liability company ("Assignee") having a principal place of business at 1821 Logan Avenue, Cheyenne, Wyoming, 82001.

FOR TEN DOLLARS AND OTHER GOOD AND VALUABLE CONSIDERATION RECEIVED, the receipt and sufficiency of which is acknowledged, the undersigned Assignor hereby irrevocably sells, grants, conveys, assigns, and transfers to the Assignee, its successors, assigns, and personal representatives, all of the undersigned's right, title and interest in and to the trademarks 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 H.W. SANDBERG IP HOLDINGS, LLC, as Assignor has caused these presents to be executed by a duly authorized officer or by a duly authorized manager thereof.

H.W. SANDBERG IP HOLDINGS, LLC

By: 

Dennis W. Gay, Manager

Being the sole Manager of Command Enterprises, LLC, a Delaware limited liability company, being the sole Manager of H.W. Sandberg IP Holdings, LLC, a Nevada limited liability company

EXHIBIT A

EYELEXIN, Registration No. 3146814, Class 3.