

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
Magic House AB		03/03/2008	LIMITED LIABILITY COMPANY: SWEDEN
RECEIVING PARTY DATA			
Name:	Magic House Forsaljnings AB		
Street Address:	Box 1515,		
City:	SE-111 85 Stockholm		
State/Country:	SWEDEN		
Entity Type:	LIMITED LIABILITY COMPANY: SWEDEN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2808887	MAGIC	
Registration Number:	2742165	AT JAHNSSON'S MAGIC ENERGY KICK	
CORRESPONDENCE DATA			
Fax Number:	(212)632-5555		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-632-5500		
Email:	lmofoffatt@salans.com		
Correspondent Name:	Lora A. Moffatt, Esq. c/o Salans		
Address Line 1:	Rockefeller Center, 620 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10020		
ATTORNEY DOCKET NUMBER:	0200504.0004		
DOMESTIC REPRESENTATIVE			
Name:	Lora A. Moffatt, Esq. c/o Salans		
Address Line 1:	Rockefeller Center, 620 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10020		

CH \$65.00 2808887

TRADEMARK

NAME OF SUBMITTER:	Lora A. Moffatt
Signature:	/lora a moffatt/
Date:	01/26/2009
Total Attachments: 1 source=MAGICHOUSEASSIGN#page1.tif	

ASSIGNMENT

THIS ASSIGNMENT is made the 3rd day of March, 2008.

BETWEEN Magic House AB, Box 1515, SE-111 85 Stockholm, Sweden, a limited liability company established under the laws of Sweden (hereinafter called the "Assignor") of the one part

AND Magic House Försäljnings AB, Box 1515, SE-111 85 Stockholm, Sweden, a limited liability company established under the laws of Sweden (hereinafter called the "Assignee") of the other part.

WHEREAS the Assignor is the owner of US Trademark Registrations No. 2808887 MAGIC (oval/gold) and No. 2742165 MAGIC ENERGY KICK (A.T J blue/gold) (hereinafter called the "Trademarks").

NOW THIS DEED WITNESSETH as follows:

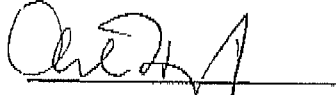
For consideration of the sum of One SEK, paid by the Assignee to the Assignor (the receipt of which is hereby acknowledged by the Assignor) the Assignor hereby assigns unto the Assignee with full title guarantee the said Trademarks and all the property, right, title and interest in the said Trademarks.

IN WITNESS whereof the parties have executed these presents the day and year first above written.

Assignor: Magic House AB

Assignee: Magic House Försäljnings AB

By:



By:



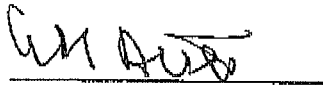
Name and title: Mats Boqvist

Name and title: Mats Boqvist

Chairman of the Board

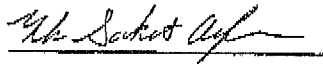
Member of the Board

Witnesses:



Date:

3/3/2008



3/3/2008