

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
JA FITNESS Incorporated		02/04/2009	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	THANE INTERNATIONAL, INC,		
Street Address:	78-140 Calle Tampico		
City:	La Quinta		
State/Country:	CALIFORNIA		
Postal Code:	92253		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2654616	AB-DOER	
CORRESPONDENCE DATA			
Fax Number:	(760)777-0201		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	760-777-0217		
Email:	BOlivier@thaneinc.com, John@JohnAbdo.com, HMarino@thaneinc.com		
Correspondent Name:	Beth Olivier, Senior Counsel, Thane		
Address Line 1:	78-140 Calle Tampico		
Address Line 4:	La Quinta, CALIFORNIA 92253		
ATTORNEY DOCKET NUMBER:	AB-DOER		
NAME OF SUBMITTER:	Helena Marino		
Signature:	/HM/		
Date:	02/05/2009		

OP \$40.00 2654616

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, JA Fitness Incorporated, a California corporation, located at 4550 Via Marina, #208, Marina del Rey, CA 90292 (hereinafter "Assignor"), is the owner of the following trademark, which is registered on the Principal Register of the United States Patent and Trademark Office (the "Mark"):

<u>Mark</u>	<u>Serial No.</u>	<u>U.S. Registration No.</u>	<u>Registration Date</u>
AB-DOER	75395129	2654616	November 26, 2002

WHEREAS, Thane International, Inc., a Delaware corporation, (hereinafter "Assignee"), is desirous of acquiring the Mark, the goodwill associated therewith and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto the said Assignee all right, title and interest in and to the Mark and the registration of the Mark on the Principal Register, together with the goodwill of the business symbolized by the Mark.

THANE INTERNATIONAL, INC.



By:

John Abdo

Its: Principal

Date: February 4, 2009