

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
Peekay, Inc.		05/01/2009	CORPORATION: WASHINGTON

RECEIVING PARTY DATA

Name:	Bmark LLC
Street Address:	1201 Orange Street
Internal Address:	Suite 600
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19601
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	1922743	LOVERS PACKAGE
Registration Number:	2228130	A TOUCH OF ROMANCE
Registration Number:	2623551	AMOUR
Registration Number:	3466293	AMOUR
Registration Number:	3317935	

CORRESPONDENCE DATA

Fax Number: (503)220-2480
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 503-294-9584
 Email: jkong@stoel.com, tm-pdx@stoel.com
 Correspondent Name: Anne W. Glazer
 Address Line 1: 900 SW Fifth Ave
 Address Line 2: Suite 2600
 Address Line 4: Portland, OREGON 97204

OP \$140.00 1922743

ATTORNEY DOCKET NUMBER:	53855-7
NAME OF SUBMITTER:	SR Paralegal
Signature:	/Joseph A Kong/
Date:	05/04/2009
Total Attachments: 2 source=Trademark Assignment - Peekay Inc. to Bmark LLC#page1.tif source=Trademark Assignment - Peekay Inc. to Bmark LLC#page2.tif	

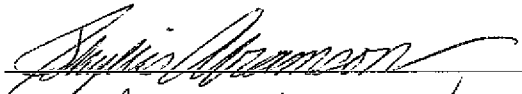
ASSIGNMENT OF TRADEMARKS

Peekay, Inc., a Washington corporation ("Assignor"), is the owner of the trademarks and service marks described on the attached Exhibit A (the "Marks"). Bmark LLC, a Delaware limited liability company ("Assignee"), wishes to acquire all right, title and interest in and to the Marks.

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of its worldwide right, title, and interest in the Marks, and all state, federal and foreign registrations and applications therefor, together with the goodwill of the business associated with the Marks.


This assignment includes all rights of action, powers and benefits in, of and to the Marks, due or accrued, including the right to sue for and recover, in Assignee's own name and that of its successors, assigns and other legal representatives, all remedies of every nature) including without limitation injunctive relief, damages, profits, costs and attorney fees) arising out of past infringement, misappropriation or dilution of the Marks or injury to the related goodwill.

Peekay, Inc.
("Peekay")

By: 
Name: Phyllis Abrahamson
Title: Chief Operations Officer
Date: May 1, 2009

**Exhibit A
Trademarks**

U.S. Trademarks:

COUNTRY	MARK	REG. NO.	REG. DATE
U.S.	LOVERS PACKAGE	1,922,743	Sept. 26, 2005
U.S.	A TOUCH OF ROMANCE	2,228,130	March 2, 1999
U.S.	AMOUR	2,623,551	Sept. 24, 2002
U.S.	AMOUR	3,466,293	July 15, 2008
U.S.	MISCELLANEOUS DESIGN 	3,317,935	Oct. 23, 2007