

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
Unicity Properties, Inc.		06/30/2009	CORPORATION: UTAH
RECEIVING PARTY DATA			
Name:	ISI Brands Inc.		
Street Address:	3133 Orchard Vista Drive, SE		
City:	Grand Rapids		
State/Country:	MICHIGAN		
Postal Code:	49546		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78116334	LIFE FUEL	
CORRESPONDENCE DATA			
Fax Number:	(212)336-8000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-336-8000		
Email:	ptodocket@arealw.com		
Correspondent Name:	Holly Pekowsky, Esq.		
Address Line 1:	90 Park Avenue		
Address Line 2:	AMSTER, ROTHSTEIN & EBENSTEIN LLP		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	91006/494		
NAME OF SUBMITTER:	Holly Pekowsky		
Signature:	/Holly Pekowsky/		
Date:	07/02/2009		

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Total Attachments: 1

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ASSIGNMENT

This ASSIGNMENT is dated and effective June 30, 2009.

WHEREAS, UNICITY PROPERTIES, INC., a Utah corporation with its principal address at 748 North 1340, West Orem, UT 84057, (hereinafter the "Assignor"), is the owner of certain right, title, and interest in and to the trademark LIFE FUEL, and the related U.S. Trademark Application Serial No. 78/116,334, and all goodwill associated therewith (hereinafter the "Mark"); and

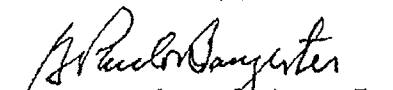
WHEREAS, ISI BRANDS INC., a Michigan corporation with its principal address at 3133 Orchard Vista Drive, SE, Grand Rapids, MI 49546 (hereinafter the "Assignee"), desires to acquire all of Assignor's right, title, and interest in and to the Mark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, and transfers to Assignee, all of Assignor's right, title and interest in and to the Mark, together with the goodwill of the business symbolized thereby and/or associated therewith, together with the right to sue, counterclaim and recover for past, present and future infringement and/or dilution of the same, and to the extent this assignment concerns and/or involves a mark that is the subject of an application under §1(b) of the U.S. Trademark Act, 15 U.S.C. Section 1051(b), for which a Statement of Use has not yet been filed in the U.S. Patent and Trademark Office, Assignor hereby states that Assignee is a successor to the business of the Assignor or to the segment or portion of the Assignor's business to which such mark specifically pertains.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by duly authorized officers and effective the day and year above stated.


ASSIGNOR
UNICITY PROPERTIES, INC.

By:


Name: G. Paul Peterson
Title: Chief Legal Officer

ASSIGNEE
ISI BRANDS INC

By:


Name: Richard H. Neunirth
Title: Chief Legal Officer

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