

**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
Fleurville, Inc.		09/30/2009	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

Name:	White Pine, LLC
Street Address:	P.O. Box 327
City:	Logan
State/Country:	UTAH
Postal Code:	84323-0327
Entity Type:	LIMITED LIABILITY COMPANY: UTAH

**PROPERTY NUMBERS Total: 9**

Property Type	Number	Word Mark
Registration Number:	2866479	ESSENTIAL DESIGNS FOR MODERN PARENTING
Registration Number:	2901333	FLEURVILLE
Registration Number:	3381773	FLEURVILLE
Registration Number:	2791331	FLEURVILLE
Registration Number:	3427329	GREEN-LAM
Registration Number:	3401739	
Registration Number:	2939227	
Registration Number:	3349066	RE-RUN
Registration Number:	2866478	THE MOTHERSHIP

**CORRESPONDENCE DATA**

Fax Number: (801)328-1707  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 8015339800  
 Email: jstringham@wnlaw.com  
 Correspondent Name: John C. Stringham

**900149721**

**TRADEMARK  
 REEL: 004112 FRAME: 0934**

OP \$240.00 2866479

Address Line 1: 60 East South Temple #1000  
Address Line 2: WORKMAN NYDEGGER  
Address Line 4: Salt Lake City, UTAH 84111

ATTORNEY DOCKET NUMBER:	14644.52
NAME OF SUBMITTER:	John C. Stringham
Signature:	/John C. Stringham 40,831/
Date:	12/11/2009

Total Attachments: 2  
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source=14644.52 Trademark Assignment#page2.tif

**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT is made as of September 30, 2009 from Fleurville, Inc. a California corporation ("*Assignor*") to White Pine, L.L.C., a Utah limited liability company ("*Assignee*"), under that certain Asset Purchase Agreement, dated September 10, 2009, as amended (the "*Purchase Agreement*"), among Assignor and Assignee. Each capitalized term used but not defined herein shall have the meaning assigned to such term in the Purchase Agreement.

WHEREAS, pursuant to the Purchase Agreement, Assignee is purchasing from Assignor, and Assignor is selling and transferring to Assignee, all right, title and interest in and to certain Assets, including without limitation the trademarks and servicemarks listed on Schedule A hereto, including all trademark and servicemark applications and registrations, therefore worldwide, and all goodwill of the business pertaining thereto (hereinafter the "*Marks*")

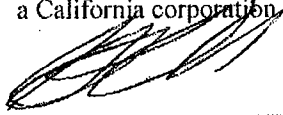
WHEREAS, Assignor has transferred to Assignee all of that portion of Assignor's business to which the Marks pertain, and Assignor and Assignee wish for Assignee to acquire all of Assignor's rights, title and interest of every kind, nature or description in and to the Marks, all rights of Assignor to use or register the Marks worldwide, to collect royalties for the licensing thereof, and all claims for infringement thereof in any jurisdiction worldwide (hereinafter "*All Rights in the Marks*").

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee. All Rights in the Marks, including the entire right, title and interest it may hold in and to the Marks, and all past, present and future registration and applications therefor, including but not limited to above-identified trademark applications, together with the whole of the goodwill of the business pertaining thereto. The rights of Assignee at common law and/or to the end of the term or terms of which any registration of the Marks may be granted or renewed are to be held and enjoyed by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; including all claims for royalties for licensing of the Marks and damages by reason of past infringement(s) of the Marks, with the right to sue for and collect the same for its own use and benefit, for the use, benefit, and on behalf of its successors, assigns, and other representatives.

IN WITNESS WHEREOF, Assignees and Assignor have caused this Trademark Assignment to be duly executed and delivered as of the date first set forth above.

**ASSIGNOR**

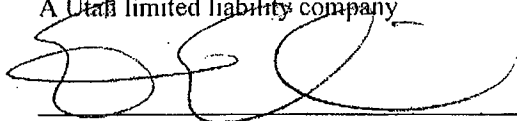
FLEURVILLE, INC.,  
a California corporation



By: Steve Granville  
Its: Chief Executive Officer

**ASSIGNEE**

WHITE PINE, LLC,  
A Utah limited liability company



By: Eric Eliason  
Its: Chief Operating Officer

**TRADEMARK ASSIGNMENT**  
**SCHEDULE A**

WN File	Mark	Serial No.	Filing Date	Reg. No.	Reg. Date
14644.43	ESSENTIAL DESIGN FOR MODERN PARENTING	76/544487	09/02/2003	2866479	07/27/2004
14644.44	FLEURVILLE	76/544483	09/02/2003	2901333	11/0/2004
14644.45	 <b>Fleurville</b>	78/699998	08/24/2005	3381773	02/12/2008
14644.46	 <b>Fleurville</b>	78/187284	11/20/2002	2791331	12/09/2003
14644.47	GREEN-LAM	76/661618	06/15/2006	3427329	05/13/2008
14644.48		78/699999	08/24/2005	3401739	03/25/2008
14644.49		76/544485	09/02/2003	2939227	04/12/2005
14644.50	RE-RUN	76/661621	06/15/2006	3349066	12/04/2007
14644.51	THE MOTHERSHIP	76/544484	09/02/2003	2866478	07/27/2004