

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
ECB Holding of North America LLC		12/11/2009	LIMITED LIABILITY COMPANY: WISCONSIN

RECEIVING PARTY DATA

Name:	Lavoris Holdings Inc.
Street Address:	100 Delta Park Blvd.
Internal Address:	Unit One
City:	Brampton, Ontario
State/Country:	CANADA
Postal Code:	L5T 5E7
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Serial Number:	71014378	LAVORIS
Serial Number:	72294660	LAVORIS
Serial Number:	74385371	LAVORIS

CORRESPONDENCE DATA

Fax Number: (414)483-1963
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 1.414.483.0853
 Email: serrano@planbrand.com
 Correspondent Name: Margaret M. Serrano, Esq.
 Address Line 1: 2821 E. Oklahoma Ave.
 Address Line 4: Milwaukee, WISCONSIN 53207

ATTORNEY DOCKET NUMBER: LAVORIS MARKS ASSIGNMENT

DOMESTIC REPRESENTATIVE

900149857

**TRADEMARK
 REEL: 004113 FRAME: 0801**

OP \$90.00 71014378

Name: Margaret M. Serrano, Esq.
Address Line 1: 2821 E. Oklahoma Ave.
Address Line 4: Milwaukee, WISCONSIN 53207

NAME OF SUBMITTER:	Margaret M. Serrano
--------------------	---------------------

Signature:	/Margaret M Serrano/
------------	----------------------

Date:	12/14/2009
-------	------------

Total Attachments: 3
source=Assign LAVORIS Marks pg1#page1.tif
source=Assign LAVORIS Marks pg2#page1.tif
source=Assign LAVORIS Marks pg3#page1.tif

ASSIGNMENT

WHEREAS, ECB Holding of North America LLC is a Wisconsin limited liability company, with offices at 408 3rd Street, Suite 303, Wausau, WI 54403 ("Assignor");

WHEREAS, Lavoris Holdings Inc. is a Canadian company, with offices at 100 Delta Park Blvd., Unit One, Brampton, Ontario, Canada L5T 5E7 ("Assignee");

WHEREAS, the Assignor is the owner of all rights, title and interest in and to the U.S. trademark registrations, common law trademarks, service marks, titles, names, copyrights, trade secrets, and trade names identified in the attached Schedule A (hereinafter the "MARKS AND OTHER INTELLECTUAL PROPERTY RIGHTS");

WHEREAS, the Assignor has acquired, created, adopted, developed products, and used the MARKS AND OTHER INTELLECTUAL PROPERTY RIGHTS in the attached Schedule A in its ongoing and existing business;

WHEREAS, Assignee is desirous of acquiring from the Assignor all right, title and interest in and to the MARKS AND OTHER INTELLECTUAL PROPERTY RIGHTS together with the goodwill of the business appurtenant thereto and symbolized thereby, and in and to all rights under said MARKS AND OTHER INTELLECTUAL PROPERTY RIGHTS, and of becoming the successor to the ongoing and existing business of the Assignor; and,

WHEREAS, the Assignor is desirous of transferring these rights, titles and interests to Assignee so that Assignee becomes the successor to the ongoing and existing business of the Assignor.

NOW, THEREFORE, for the sum of Ten Dollars (\$10.00) and other good and valuable consideration to it in hand paid, the receipt and sufficiency of which is mutually acknowledged, the Assignor does hereby assign, sell, transfer, convey and grant to Assignee, its successors and assigns, effective May 1, 2007, *nunc pro tunc*, any and all right, title and interest in and to the MARKS AND OTHER INTELLECTUAL PROPERTY RIGHTS which it may have, together with the goodwill of the ongoing and existing business appurtenant thereto and which is symbolized thereby.

The Assignor binds itself, as well as its successors, assigns and legal representatives, to execute and deliver to Assignee, its successors and assigns, any and all further documents or instruments that may be necessary, and to perform any and all further acts that may be necessary, to vest in Assignee, its successors and assigns, the title herein conveyed, or intended so to be.

The Assignor further assigns to Assignee, its successors and assigns, any and all claims for damages by reason of past infringement of the MARKS AND OTHER INTELLECTUAL PROPERTY RIGHTS and the right to bring or maintain suit at law or in equity for past infringement of the MARKS AND OTHER INTELLECTUAL

PROPERTY RIGHTS and to retain for the benefit of Assignee, all damages or settlements arising from said past infringement, effective as of the effective date of this Assignment.

IN TESTIMONY WHEREOF, based on authority granted to me by Assignor, I hereby execute this Assignment on behalf of Assignor effective as of May 1, 2007.

ECB HOLDING OF NORTH AMERICA
LLC, Assignor

By: S.M. [Signature]

Title: President

Date: 11 Dec 09

Page 2 of 2

28

0177-992-011

Evergreen Consumer Brands

Dec 11 09 10:56

SCHEDULE A

MARKS AND OTHER INTELLECTUAL PROPERTY RIGHTS

1. LAVORIS (Stylized), U.S. Serial No. 71/014,378, U.S. Registration No. 5X,922, together with the goodwill associated therewith.
2. LAVORIS, U.S. Serial No. 71/294,660, U.S. Registration No. 882,399, together with the goodwill associated therewith.
3. LAVORIS, U.S. Serial No. 74/385,371, U.S. Registration No. 1,867,406, together with the goodwill associated therewith.
4. LAVORIS common law trademark and service mark.
5. Copyrights associated with the LAVORIS products and marketing materials.
6. Trade secrets including but not limited to business plans, marketing plans, and formulas.
7. The Lavoris trade name.

Page 2 of 2

03

718-288-2275

Evergreen Consumer Brands

Dec 11 09 00:55