

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
E-Vanity, LLC		03/22/2010	LIMITED LIABILITY COMPANY: NORTH DAKOTA
<b>RECEIVING PARTY DATA</b>			
Name:	Vanity Shop of Grand Forks, Inc.		
Street Address:	1001 North 25th Street		
City:	Fargo		
State/Country:	NORTH DAKOTA		
Postal Code:	58102		
Entity Type:	CORPORATION: NORTH DAKOTA		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	3755533	EVANITY.COM	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(406)245-4548		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	406.245.5254		
Email:	toni@teaselaw.com		
Correspondent Name:	Antoinette M. Tease		
Address Line 1:	PO Box 51016		
Address Line 4:	Billings, MONTANA 59105		
ATTORNEY DOCKET NUMBER:	VANITY		
NAME OF SUBMITTER:	Antoinette M. Tease		
Signature:	/Antoinette M. Tease/		
Date:	04/16/2010		

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Total Attachments: 1  
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**TRADEMARK**  
**REEL: 004187 FRAME: 0395**

TRADEMARK ASSIGNMENT

WHEREAS, E-Vanity, LLC, a North Dakota limited liability company with its principal place of business at 2410 Great Northern Drive, Fargo, North Dakota 58102, U.S.A. ("Assignor"), is the record owner of the trademark **EVANITY.COM**, and U.S. Trademark Registration No. 3,755,533 for registration thereof on the Principal Register of the U.S. Patent and Trademark Office, issued on March 2, 2010 (the "Trademark"); and

WHEREAS, Vanity Shop of Grand Forks, Inc., a North Dakota corporation with its principal place of business at 1001 North 25<sup>th</sup> Street, Fargo, North Dakota 58102, U.S.A. ("Assignee"), desires to acquire the entire right, title and interest in and to the Trademark Registration No. 3,755,533 and any other registrations therefor, whether in the United States or any other foreign country, in accordance with the terms and conditions of this Assignment;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Trademark and any applications and/or registrations therefor, including U.S. Trademark Registration No. 3,755,533, together with the goodwill of Assignor associated with the use of and symbolized by the Trademark, and any and all causes of action or other rights to file and prosecute administrative or legal actions, past, present and future, to establish or enforce any of such intellectual property rights, including the right to collect damages for infringement.

E-VANITY, LLC

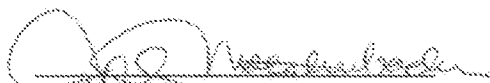


Richard Weinstein, General Manager

Date: 3-22-10

State of North Dakota  
County of Cass

Subscribed and sworn to before  
me on March 22, 2010

  
Notary Public

JILL MOTSCHENBACHER  
Notary Public  
State of North Dakota  
My Commission Expires Aug. 8, 2014