

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
E-Vanity, LLC		03/22/2010	LIMITED LIABILITY COMPANY: NORTH DAKOTA
RECEIVING PARTY DATA			
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		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3704175	EVANITY.COM	
CORRESPONDENCE DATA			
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		

OP \$40.00 3704175

Total Attachments: 1
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TRADEMARK
REEL: 004187 FRAME: 0398

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. 3,704,175 for registration thereof on the Principal Register of the U.S. Patent and Trademark Office, issued on November 3, 2009 (the "Trademark"); and

WHEREAS, Vanity Shop of Grand Forks, Inc., a North Dakota corporation with its principal place of business at 1001 North 25th 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. 3,704,175 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. 3,704,175, 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

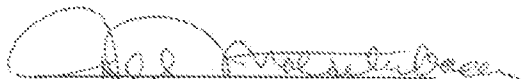


Richard Weinstein, General Manager

Date: 3-22-10

State of North Dakota
County of Cass

Subscribed and sworn to before
me on March 22, 2010


Notary Public