

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
David Schnarch		04/29/2010	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Crucible Institute, LLC
Street Address:	2922 Evergreen Parkway
Internal Address:	Suite 310
City:	Evergreen
State/Country:	COLORADO
Postal Code:	80439
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	3731092	
Registration Number:	2759299	CRUCIBLE
Registration Number:	2565963	SEXUAL CRUCIBLE
Registration Number:	2486299	PASSIONATE COUPLES
Registration Number:	2386598	PASSIONATE MARRIAGE
Registration Number:	2344111	HOUR GLASS
Registration Number:	2639912	PASSIONATE COUPLES
Registration Number:	2747462	CRUCIBLE
Registration Number:	2635565	SEXUAL CRUCIBLE
Serial Number:	77746646	
Serial Number:	77746630	
Serial Number:	77746263	
Serial Number:	77746258	

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Serial Number:	77746250	
Serial Number:	77399620	CRUCIBLE 4 POINTS OF BALANCE
Serial Number:	77399613	FOUR POINTS OF BALANCE
Serial Number:	77399610	FOUR POINTS OF BALANCE
Serial Number:	77399606	FOUR POINTS OF BALANCE
Serial Number:	77979424	FOUR POINTS OF BALANCE

CORRESPONDENCE DATA

Fax Number: (502)540-2139
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: bwc2@gdm.com
 Correspondent Name: Brian W Chellgren
 Address Line 1: 101 South Fifth Street
 Address Line 2: 3500 National City Tower
 Address Line 4: Louisville, KENTUCKY 40202

ATTORNEY DOCKET NUMBER:	114356.000001
NAME OF SUBMITTER:	Brian W. Chellgren
Signature:	/bwc/
Date:	05/03/2010

Total Attachments: 5
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ASSIGNMENT OF MARK

THIS ASSIGNMENT, ("Agreement") is entered into effective on the date signed by both parties (the "Effective Date"), by and between **DR. DAVID SCHNARCH**, an individual, whose address is 2922 Evergreen Parkway, Suite 310, Evergreen, Colorado 80439 ("Assignor"), and **CRUCIBLE INSTITUTE, LLC**, a Delaware limited liability company with a business address of 2922 Evergreen Parkway, Suite 310, Evergreen, Colorado 80439 ("Assignee").

WITNESSETH:

WHEREAS, Assignor owns certain intellectual property, namely United States trademark and service mark registrations attached as Exhibit A and incorporated herein, United States trademark and service mark applications attached as Exhibit B and incorporated herein, and common law trademarks (all of the foregoing are collectively "Assignor Property").

WHEREAS, Assignee wishes to acquire Assignor Property from Assignor and Assignor is willing to assign and transfer to Assignee all rights in the Assignor Property.

NOW THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, the parties mutually agree as follows:

1. Assignment. Assignor hereby assigns and transfers to Assignee all right, title and interest in, to and under the Assignor Property, together with the goodwill of the business connected with the use of and symbolized by the Assignor Property, and together with all causes of action for the infringement of the Assignor Property.

2. Entire Agreement. This Agreement constitutes the entire understanding of the parties, and supersedes any prior agreements or communications, concerning the subject matter described herein and therein. Nothing in this Agreement shall be deemed to create any agency, joint venture, franchise or partnership between the parties, and neither party shall so hold itself out.

3. Cooperation and Further Assurances. The parties agree to execute such other documents and cooperate with one another to carry out the spirit and intent of this Agreement.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Agreement as of the Effective Date.

<p>DR. DAVID SCHNARCH, ASSIGNOR</p> <p>By: <u><i>David Schnarch</i></u> Dr. David Schnarch</p> <p>Date: <u>4/29/2010</u></p>	<p>CRUCIBLE INSTITUTE, LLC, ASSIGNEE</p> <p>By: <u><i>David Schnarch</i></u> Dr. David Schnarch</p> <p>Title: <u>4/29/2010</u> <u>OWNER +</u> <u>PRESIDENT</u> TRADEMARK</p>
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Date: 4/29/2010

EXHIBIT A

Assignor is the owner of the following United States trademark and service mark registrations:

<u>MARK</u>	<u>REGISTRATION NO.</u>
Design	3,731,092
CRUCIBLE	2,759,299
SEXUAL CRUCIBLE	2,565,963
PASSIONATE COUPLES	2,486,299
PASSIONATE MARRIAGE	2,386,598
HOUR GLASS	2,344,111
PASSIONATE COUPLES	2,639,912
CRUCIBLE	2,747,462
SEXUAL CRUCIBLE	2,625,565
PASSIONATE MARRIAGE	2,386,598

EXHIBIT B

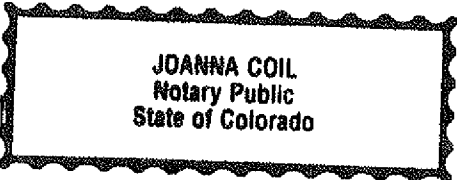
Assignor is the owner of the following United States trademark and service mark applications:

<u>MARK</u>	<u>SERIAL NO.</u>	<u>FILING DATE</u>
Design	77/746,646	May 28, 2009
Design	77/746,630	May 28, 2009
Design	77/746,263	May 28, 2009
Design	77/746,258	May 28, 2009
Design	77/746,250	May 28, 2009
CRUCIBLE FOUR POINTS OF BALANCE	77/399,620	February 18, 2008
FOUR POINTS OF BALANCE	77/399,613	February 18, 2008
FOUR POINTS OF BALANCE	77/399,610	February 18, 2008
FOUR POINTS OF BALANCE	77/399,606	February 18, 2008
FOUR POINTS OF BALANCE	77/979,424	February 18, 2008

STATE OF Colorado)
)
COUNTY OF Jefferson)

The foregoing instrument was acknowledged before me this 29 day of April, 2010,
by Dr. David Schnarch on his own behalf.

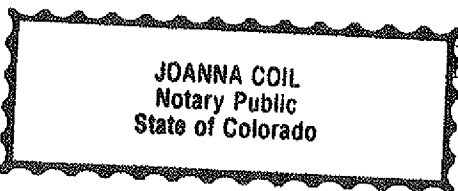
My Commission expires 7.22.2012.

[SEAL]  Joanna Coil
NOTARY PUBLIC

STATE OF Colorado)
)
COUNTY OF Jefferson)

The foregoing instrument was acknowledged before me this 29 day of April, 2010,
by Dr. David Schnarch, representing Crucible Institute, LLC, on behalf of the company.

My Commission expires 7.22.2012.

[SEAL]  Joanna Coil
NOTARY PUBLIC