

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
MVP Group International, Inc.		06/15/2010	CORPORATION: KENTUCKY
RECEIVING PARTY DATA			
Name:	SL Candle, LLC		
Street Address:	8601 West Bryn Mawr		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60631		
Entity Type:	LIMITED LIABILITY COMPANY: SOUTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85028692	SIMPLE LIVING	
CORRESPONDENCE DATA			
Fax Number:	(858)635-9686		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	858-635-2142		
Email:	jpbroder@san.rr.com		
Correspondent Name:	James P. Broder		
Address Line 1:	9915 Mira Mesa Blvd.		
Address Line 2:	Ste. 300		
Address Line 4:	San Diego, CALIFORNIA 92131		
ATTORNEY DOCKET NUMBER:	30066.110		
NAME OF SUBMITTER:	James P. Broder		
Signature:	/James P. Broder/		
Date:	06/15/2010		

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Total Attachments: 1
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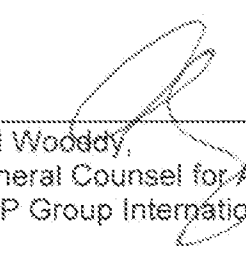
ASSIGNMENT

WHEREAS, MVP Group International, Inc., a Kentucky corporation having a place of business at 1031 Le Grand Blvd., Charleston, SC 29492, United States of America (hereinafter "Assignor"); hereby sells, assigns and transfers to SL Candle, LLC, a South Carolina Limited Liability Company, having a place of business at 8601 West Bryn Mawr, Chicago, IL 60631, United States of America, its successors and assigns (hereinafter "Assignee"), the entire right, title and interest throughout the world in its trademark application, including the mark, as follows:

"SIMPLE LIVING" – United States Trademark Application Serial Number 85/028,692,
filed on May 3, 2010

for which Assignor has filed the United States trademark application identified above on or before the date of this Assignment, and all trademark applications and trademarks in every country for said mark, including divisionals and extensions thereof, and all rights of priority resulting from the filing of said application(s); Assignor authorizes the above-named Assignee to apply for trademarks in foreign countries for said mark, and to claim all rights of priority without further authorization from Assignor; Assignor agrees to execute all papers useful in connection with said United States and foreign applications, and generally to do everything possible to aid said Assignee, its successors, assigns and nominees, at Assignee's request and expense, in obtaining and enforcing trademark registrations for said mark in any and all countries; and Assignor requests the Commissioner of Patents and Trademarks to register all such trademarks for said mark to the above-named Assignee, and/or its successors and assigns, if applicable.

Executed this 16 day of June, 2010



Jud Wooddy,
General Counsel for Assignor,
MVP Group International, Inc.