

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
Creata Macao Commercial Offshore Limited		07/28/2010	COMPANY: MACAO
RECEIVING PARTY DATA			
Name:	NFR Investments Pty Ltd		
Street Address:	3 Central Avenue		
Internal Address:	Unit 6		
City:	Thornleigh, NSW		
State/Country:	AUSTRALIA		
Postal Code:	2120		
Entity Type:	COMPANY: AUSTRALIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77815596	PURSONAL	
CORRESPONDENCE DATA			
Fax Number:	(312)655-1501		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-655-1500		
Email:	ed.chalfie@huschblackwell.com		
Correspondent Name:	Edward J Chalfie		
Address Line 1:	120 S Riverside Plaza		
Address Line 2:	Suite 2200		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	502544-7 (110259)		
DOMESTIC REPRESENTATIVE			
Name:	Edward J. Chalfie		

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**TRADEMARK
 REEL: 004258 FRAME: 0206**

Address Line 1: 120 S Riverside Plaza
Address Line 2: Suite 2200
Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:	Edward J. Chalfie
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Signature:	/edwardjchalfie/
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Date:	08/10/2010
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Total Attachments: 1 source=Assignment document#page1.tif
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ASSIGNMENT OF APPLICATION
FOR REGISTRATION OF A MARK

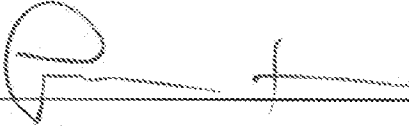
WHEREAS, Creaia Macao Commercial Offshore Limited (a Company organized under the laws of Macao), having a place of business located at Edif Tong Nam Ah Central Comercio, Alameda Dr. Carlos d'Assumpcao, No. 180, Macau, Macau 6 andar 0 (hereinafter "Assignor"), has filed an application in the United States Patent & Trademark Office for registration for the mark PURSONAL, Serial No. 77/815596; and

WHEREAS, NFR Investments Pty Ltd (a Company organized under the laws of Australia), having a place of business located at Unit 6, 3 Central Avenue, Thornleigh, New South Wales, 2120, Australia (hereinafter "Assignee"), desires to acquire all right, title and interest to said mark and application in the United States;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said mark in the United States, together with the goodwill of the business symbolized by the mark, and the above-identified application for registration of said mark.

The Commissioner for Trademarks is requested to issue the certificate of registration to Assignee.

Creaia Macao Commercial Offshore Limited

By: 
Name: GARY FALL
Title: DIRECTOR
Date: 28 JULY 2010