TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
THE VILLAGE COMPANY, LLC		08/20/2010	LIMITED LIABILITY COMPANY: MINNESOTA

RECEIVING PARTY DATA

Name:	M&I MARSHALL & ILSLEY BANK
Street Address:	50 SOUTH SIXTH STREET
Internal Address:	SUITE 1000
City:	MINNEAPOLIS
State/Country:	MINNESOTA
Postal Code:	55402
Entity Type:	state banking corporation: WISCONSIN

PROPERTY NUMBERS Total: 31

Property Type	Number	Word Mark
Registration Number:	2260851	VILLAGE
Registration Number:	1085243	VILLAGE
Registration Number:	2780055	FOAMY FRIENDS
Registration Number:	2992763	FOAMY FRIENDS
Registration Number:	3045676	
Registration Number:	3450926	VILLAGE NATURALS FOOT ESSENTIALS
Registration Number:	3320613	THE VILLAGE CREAMERY
Registration Number:	3292015	TEN TOE TREATMENT
Registration Number:	2714537	MOZEY
Registration Number:	2730532	WATTLES
Registration Number:	2716521	HOPPER
Registration Number:	3033177	THE VILLAGE COMPANY
Registration Number:	2981702	THE VILLAGE COMPANY

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Registration Number:	2847466	VILLAGE NATURALS SPA
Registration Number:	1264635	VILLAGE NATURAL
Registration Number:	1864137	VILLAGE NATURALS
Registration Number:	2978733	MR. BUBBLE
Registration Number:	2740656	MR. BUBBLE
Registration Number:	2338710	MR. BUBBLE
Registration Number:	1492832	MR. BUBBLE
Registration Number:	761076	MR. BUBBLE
Registration Number:	2845123	
Registration Number:	2338818	
Registration Number:	3199301	
Registration Number:	2740664	
Registration Number:	2548954	MAKES GETTING CLEAN ALMOST AS MUCH FUN AS GETTING DIRTY!
Registration Number:	2558541	THE BUBBLE BATH THAT MAKES GETTING CLEAN ALMOST AS MUCH FUN AS GETTING DIRTY
Registration Number:	2322467	TUB MATE
Serial Number:	77336320	THE VILLAGE COMPANY
Serial Number:	77171798	VILLAGE NATURALS THERAPY
Serial Number:	77336318	V

CORRESPONDENCE DATA

Fax Number: (612)977-8650

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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ATTORNEY DOCKET NUMBER:	36330.121
NAME OF SUBMITTER:	John R. Brennan, Esq.
Signature:	/John R. Brennan, Esq./
Date:	08/24/2010

Total Attachments: 4

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NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to a certain Trademark Security Agreement dated as of January 15, 2009, as assigned by a certain Assignment of Trademark Security Agreement dated as of August 20, 2010 (as so assigned, the "Security Agreement") executed by THE VILLAGE COMPANY, LLC, a Minnesota limited liability company (the "Borrower") in favor of M&I MARSHALL & ILSLEY BANK, a Wisconsin state banking corporation, as assignee of and successor in interest to M&I Business Credit, LLC (the "Bank"), the Borrower has granted to the Bank a continuing security interest in and continuing lien upon, among other things, the trademarks and trademark applications shown below:

TRADEMARKS

Registration Number / Serial Number	Registration Date / Filing Date	Description of Mark
2,260,851	July 13, 1999	VILLAGE
1,085,243	February 14, 1978	VILLAGE
2,780,055	November 4, 2003	FOAMY FRIENDS
2,992,763	September 6, 2005	FOAMY FRIENDS AND DESIGNS
3,045,676	January 17, 2006	HOUSE DESIGN
3,450,926	June 17, 2008	VILLAGE NATURALS FOOT ESSENTIALS
3,320,613	October 23, 2007	THE VILLAGE CREAMERY
3,292,015	September 11, 2007	TEN TOE TREATMENT
2,714,537	May 6, 2003	MOZEY
2,730,532	June 24, 2003	WATTLES
2,716,521	May 13, 2003	HOPPER
3,033,177	December 20, 2005	THE VILLAGE COMPANY
2,981,702	August 2, 2005	THE VILLAGE COMPANY
2,847,466	June 1, 2004	VILLAGE NATURALS SPA
1,264,635	January 24, 1984	VILLAGE NATURAL AND DESIGN

Registration Number / Serial Number	Registration Date / Filing Date	Description of Mark
1,864,137	November 22, 1994	VILLAGE NATURALS
2,978,733	July 26, 2005	MR. BUBBLE
2,740,656	July 22, 2003	MR. BUBBLE
2,338,710	April 4, 2000	MR. BUBBLE
1,492,832	June 21, 1988	MR. BUBBLE
761,076	December 3, 1963	MR. BUBBLE
2,845,123	May 25, 2004	MR. BUBBLE (Miscellaneous Design)
2,338,818	April 4, 2000	MR. BUBBLE (Miscellaneous Design)
3,199,301	January 16, 2007	MR. BUBBLE (Miscellaneous Design)
2,740,664	July 22, 2003	MR. BUBBLE (Miscellaneous Design)
2,548,954	March 19, 2002	MAKES GETTING CLEAN ALMOST AS MUCH FUN AS GETTING DIRTY!
2,558,541	April 9, 2002	THE BUBBLE BATH THAT MAKES GETTING CLEAN ALMOST AS MUCH FUN AS GETTING DIRTY
2,322,467	February 22, 2000	TUB MATE

TRADEMARK APPLICATIONS

Registration Number / Serial Number	Registration Date / Filing Date	Description of Mark
77-336320	November 25, 2007	THE VILLAGE COMPANY
77-171798	May 3, 2007	VILLAGE NATURALS THERAPY
77-336318	November 25, 2007	V AND DESIGN

The Borrower and the Bank hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (a) may only be terminated in accordance with the terms of the Security Agreement and (b) is not to be construed as an assignment of any trademark or trademark application.

[Signature page follows]

TRADEMARK
REEL: 004265 FRAME: 0980

THE VILLAGE COMPANY, LLC,
a Minnesota limited liability company

By: _____
Name: David D. Goldberg
Title: Chairman

Acknowledged and accepted:

M&I MARSHALL & ILSLEY BANK,
a Wisconsin state banking corporation

By: _____
Name: Scott Kemper
Title: Vice President

By: _____
Name: _____
Title: _____

[Signature page to Notice of Grant of Security Interest in Trademarks]

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THE VILLAGE COMPANY, LLC,
a Minnesota limited liability company

By: _____
Name: David D. Goldberg
Title: Chairman

Acknowledged and accepted:

M&I MARSHALL & ILSLEY BANK,
a Wisconsin state banking corporation

By: _____
Name: Scott Kemper
Title: Vice President

By: _____
Name: John A. Lotzer
Title: Officer

[Signature page to Notice of Grant of Security Interest in Trademarks]

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