

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Israels Designs for Living, Inc.		09/17/2010	CORPORATION: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Toni Lee Designs LLC		
<b>Street Address:</b>	3923 4 Mile Road NE		
<b>City:</b>	Grand Rapids		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	49525		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MICHIGAN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3451390	TONI LEE DESIGNS	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(616)957-8196		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	616-949-9610		
Email:	ptomail@priceheneveld.com		
Correspondent Name:	Aaron J. Wong		
Address Line 1:	695 Kenmoor S.E.		
Address Line 2:	P.O. Box 2567		
Address Line 4:	Grand Rapids, MICHIGAN 49501		
ATTORNEY DOCKET NUMBER:	NIC011 A300		
NAME OF SUBMITTER:	Aaron J. Wong		
Signature:	/Aaron J. Wong/		
Date:	09/20/2010		

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Total Attachments: 1

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**TRADEMARK**  
**REEL: 004281 FRAME: 0507**

**TRADEMARK ASSIGNMENT**

WHEREAS, Israels Designs for Living, Inc., a Michigan corporation, having a place of business at 601 Fifth Street NW, Grand Rapids, Michigan 49504 (hereinafter Assignor), is the owner of United States Trademark Registrations No. 3,451,390 for the mark **TONI LEE DESIGNS**; and

WHEREAS, Toni Lee Designs LLC., a Michigan limited liability company, having a place of business at 3923 4 Mile Road N.E., Grand Rapids, Michigan 49525 (hereinafter Assignee), is desirous of acquiring any and all rights that Assignor may have in and to United States Trademark Registrations No. 3,451,390, together with the goodwill of the business in connection with which said trademark registration is used and which is symbolized by same, along with the right to recover for damages and profits for past infringements thereof;


NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said Trademark Registrations No. 3,451,390 for the mark **TONI LEE DESIGNS** for the United States, together with the goodwill of the business in connection with which same is used and which is symbolized thereby, and all other rights which Assignor has enjoyed thereunder throughout all countries of the world, including any and all rights of recovery based on past infringement of said United States Trademark Registrations No. 3,451,390, the same to be held and enjoyed by the Assignee, its successors and assigns to the full end of the terms for which United States Trademark Registrations No. 3,451,390 is valid and any renewals of the terms thereof.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer this 16 day of September, 2010.

WITNESS

ISRAELS DESIGNS FOR LIVING, INC.

Jane Hanenbrug

By:   
Name: Robert Israels  
Title: Member  
Date: 9-17-10