

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Israels Designs for Living, Inc.		04/22/2011	CORPORATION: MICHIGAN

**RECEIVING PARTY DATA**

<b>Name:</b>	Israels Home Brands, LLC
<b>Street Address:</b>	2340 28th Street SE
<b>City:</b>	Grand Rapids
<b>State/Country:</b>	MICHIGAN
<b>Postal Code:</b>	49508
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MICHIGAN

**PROPERTY NUMBERS Total: 9**

Property Type	Number	Word Mark
Registration Number:	1707410	ISRAELS
Registration Number:	1740399	
Registration Number:	2494818	THE OTHER STORE
Registration Number:	2497402	DESIGNS FOR LIVING
Registration Number:	2795598	DESIGNS FOR LIVING
Registration Number:	2961260	JOHN WIDDICOMB CO.
Registration Number:	3585667	KLINGMAN FURNITURE COMPANY
Registration Number:	3585668	KLINGMAN'S
Registration Number:	3763021	THE ART OF DESIGN

**CORRESPONDENCE DATA**

Fax Number: (616)957-8196  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 616-949-9610  
 Email: ptomail@priceheneveld.com  
 Correspondent Name: Aaron J. Wong

**900190299**

**TRADEMARK**  
**REEL: 004529 FRAME: 0151**

**OP \$240.00 1707410**

Address Line 1: 695 Kenmoor S.E.  
Address Line 2: P.O. Box 2567  
Address Line 4: Grand Rapids, MICHIGAN 49501

ATTORNEY DOCKET NUMBER:	ISR002 A000
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NAME OF SUBMITTER:	Aaron J. Wong
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Signature:	/Aaron J. Wong/
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Date:	04/26/2011
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Total Attachments: 1 source=14O7687#page1.tif
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**ASSIGNMENT**

WHEREAS, Israels Designs for Living, Inc., a former corporation of the state of Michigan having had a place of business at 601 Fifth Street, Grand Rapids, Michigan 49504 respectively (hereinafter referred to as Assignor), has adopted, owned and used the following registered trademarks:

- Reg. No. 1,707,410 ISRAELS
- Reg. No. 1,740,399 MISCELLANEOUS DESIGN
- Reg. No. 2,494,818 THE OTHER STORE
- Reg. No. 2,497,402 DESIGNS FOR LIVING
- Reg. No. 2,795,598 DESIGNS FOR LIVING
- Reg. No. 2,961,260 JOHN WIDDICOMB CO.
- Reg. No. 3,585,667 KLINGMAN FURNITURE COMPANY
- Reg. No. 3,585,668 KLINGMAN'S AND DESIGN
- Reg. No. 3,763,021 THE ART OF DESIGN

WHEREAS, Israels Home Brands, LLC, a limited liability company of the state of Michigan having a place of business at 2340 - 28<sup>th</sup> Street SE, Grand Rapids, Michigan 49508 (hereinafter referred to as Assignee), has acquired all right, title and interest in and to the registered trademarks, together with the goodwill symbolized by the Marks, and the registrations thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the above-listed trademarks, together with the goodwill symbolized by the Marks, and the registrations thereof.

IN TESTIMONY WHEREOF, I have hereunto set my hand on the date appearing next to my signature.

Authorized Officer:



Jason P. Israels  
Duly Authorized Officer  
Israels Designs for Living, Inc.

Date: 4-22-11