

**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	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
DRAKE-BLUESTEIN, INC.		04/29/2011	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	EVRIHOLDER PRODUCTS LLC		
<b>Street Address:</b>	1500 South Lewis Street		
<b>City:</b>	Anaheim		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92805		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: INDIANA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85299849	CURL EASY	
<b>Registration Number:</b>	3641349	ESSENCE OF TOUCH	
<b>Registration Number:</b>	3451573	BAMBOO NATURALS	
<b>Registration Number:</b>	3259926	DOMESTIC SOLUTIONS	
<b>Serial Number:</b>	77068591	PARADISO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(888)501-4081		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	9097201748		
<b>Email:</b>	slesquire@sbcglobal.net		
<b>Correspondent Name:</b>	Steven Laut, Esq.		
<b>Address Line 1:</b>	3280 Kips Korner Rd.		
<b>Address Line 4:</b>	Norco, CALIFORNIA 92860		
<b>ATTORNEY DOCKET NUMBER:</b>	EVRG025		

OP \$140.00 85299849

900191262

**TRADEMARK**  
**REEL: 004536 FRAME: 0606**

NAME OF SUBMITTER:	Steven Laut Esq
Signature:	/SL/
Date:	05/07/2011
<b>Total Attachments: 5</b> source=Evriholder-Trademark-Assignment#page1.tif source=Evriholder-Trademark-Assignment#page2.tif source=Evriholder-Trademark-Assignment#page3.tif source=Evriholder-Trademark-Assignment#page4.tif source=Evriholder-Trademark-Assignment#page5.tif	

## TRADEMARK ASSIGNMENT

**THIS TRADEMARK ASSIGNMENT** ("Assignment") is made as of April 29, 2011 (the "Effective Date"), by and between Evriholder Products, LLC, an Indiana limited liability company ("Assignee") and Drake-Bluestein, Inc., a California corporation ("Assignor").

### WITNESSETH:

**WHEREAS**, Assignor and Assignee are parties to that certain Asset Purchase Agreement, dated as of the date hereof (the "Purchase Agreement"); and

**WHEREAS**, pursuant to the terms of the Purchase Agreement, Assignor has agreed to assign to Assignee Assignor's right, title and interest in and to certain trademarks and Assignee is desirous of acquiring such trademarks, together with the goodwill symbolized thereby;

**NOW, THEREFORE**, for other good and valuable consideration associated herewith, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignment of Trademarks. Effective as of the Effective Date, Assignor hereby irrevocably assigns, transfers, and conveys to Assignee all of Assignor's right, title and interest in, to and under the trademarks and trademark applications set forth on Schedule A attached hereto and hereby incorporated by reference herein, together with the goodwill of the business associated therewith or symbolized thereby, and any and all common law rights, world-wide rights and other applications and registrations therefor owned by Assignor together with the goodwill of the business associated therewith or symbolized thereby (the "Assigned Trademarks"), including, but not limited to, the right to sue and collect damages for any past or future infringements of the Assigned Trademarks. Subject to Section 2 below, Assignor shall execute and deliver or shall cause to be executed and delivered all such transfers, assignments, conveyances, powers of attorney, assurances or any other documents necessary to confirm, effectuate or record the assignment granted herein and shall take all such further action, including, without limitation, making all filings with the United States Patent & Trademark Office in order to confirm, effectuate or record this assignment of the Assigned Trademarks to Assignee granted herein as Assignee may reasonably request from time to time.

2. Filing and Recording of Instruments of Transfer. Assignee shall be responsible to file and record any and all documents of conveyance as may be necessary to vest in Assignee as a matter of public record all of the Assigned Trademarks, at its sole cost and expense.

3. Appointment. Assignor hereby constitutes and appoints Assignee, and its successors and assigns, the true and lawful attorney or attorneys in fact of Assignor, with full power of substitution, for it and in its name and stead or otherwise, to institute and prosecute from time to time, any proceedings at law, in equity, or otherwise, that Assignee, or its successors or assigns, may reasonably deem proper in order to assert or enforce any claim, right, or title of any kind in and to the Assigned Trademarks, and to defend and compromise any and all actions, suits, or proceedings in respect of any of the foregoing, and generally to do any and all such acts and things in relation thereto as Assignee, or its successors or assigns, shall reasonably deem advisable, including, but not limited to, the execution and delivery of any and all assignments and instruments in furtherance hereof. Assignor declares that the appointment hereby made and the powers hereby granted are coupled with an interest and shall be irrevocable by Assignor.

4. Governing Agreement. This Assignment is expressly made subject to the terms and provisions of the Purchase Agreement. The delivery of this Assignment shall not affect, alter, enlarge, diminish or otherwise impair any of the representations, warranties, covenants, conditions, indemnities,

terms or provisions of the Purchase Agreement, and all of the representations, warranties, covenants, conditions, indemnities, terms and provisions contained in the Purchase Agreement shall survive the delivery of this Assignment to the extent, and in the manner, set forth in the Purchase Agreement. In the event of a conflict between the terms and provisions of this Assignment and the terms and provisions of the Purchase Agreement, the terms and provisions of the Purchase Agreement shall govern and control.

5. Miscellaneous. This Assignment shall be governed, construed, and enforced in accordance with the laws of the State of Indiana, without regard to any state's choice of laws to the contrary. This Assignment shall inure to the benefit of and be binding upon the parties hereto and their respective successors and assigns. This Assignment may be executed in two (2) counterparts, each of which shall be deemed an original and together shall constitute one and the same instrument. Facsimile transmission (or other form of electronic communication, such as .pdf) of any signature to this Assignment shall be deemed an original signature hereto.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties have executed this Assignment on the date first above written.

ASSIGNOR:

DRAKE-BLUESTEIN, INC.

By:  \_\_\_\_\_

Printed: JIM MUN \_\_\_\_\_

Title: PRESIDENT \_\_\_\_\_

ASSIGNEE:

EVRIHOLDER PRODUCTS, LLC

By: \_\_\_\_\_  
Gary Seehoff, Chief Executive Officer

IN WITNESS WHEREOF, the parties have executed this Assignment on the date first above written.

**ASSIGNOR:**

**DRAKE-BLUESTEIN, INC.**

By: \_\_\_\_\_

Printed: \_\_\_\_\_

Title: \_\_\_\_\_

**ASSIGNEE:**

**EVRIHOLDER PRODUCTS, LLC**

By:  \_\_\_\_\_  
Gary Seehof, Chief Executive Officer

[Signature Page to Trademark Assignment]

**TRADEMARK**  
**REEL: 004536 FRAME: 0611**

Schedule A  
TRADEMARKS

Trademark	Country	Application # / Date	Publication Date	Registration Number/Date	Status / Next Renewal
BAMBOO NATURALS	USA			3,451,573 JUNE 17, 2008	JUNE 17, 2014
ESSENCE OF TOUCH	USA			78/979,096 SEPT. 8, 2006	BETWEEN 5 <sup>TH</sup> & 6 <sup>TH</sup> YR. AFTER JULY 16, 2009
DOMESTIC SOLUTIONS	JAPAN			490,1180 OCT. 14, 2005	4R. AFTER JULY 16, 2009
DOMESTIC SOLUTIONS	USA			3,259,926 JULY 10, 2007	BETWEEN 5 <sup>TH</sup> & 6 <sup>TH</sup> YR. AFTER JULY 10, 200
PARADISO	USA			FIGING DATE DEC. 20, 2006	
CURL EASY	USA			FILED APRIL 20, 2011	