

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                              |                |
|------------------------------|----------------|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT |
| <b>NATURE OF CONVEYANCE:</b> | CHANGE OF NAME |

**CONVEYING PARTY DATA**

| Name              | Formerly | Execution Date | Entity Type                         |
|-------------------|----------|----------------|-------------------------------------|
| E&B Exercise, LLC |          | 07/18/2011     | LIMITED LIABILITY COMPANY: DELAWARE |

**RECEIVING PARTY DATA**

|                        |                                     |
|------------------------|-------------------------------------|
| <b>Name:</b>           | E&B Giftware, LLC                   |
| <b>Street Address:</b> | 4 Executive Plaza                   |
| <b>City:</b>           | Yonkers                             |
| <b>State/Country:</b>  | NEW YORK                            |
| <b>Postal Code:</b>    | 10701                               |
| <b>Entity Type:</b>    | LIMITED LIABILITY COMPANY: DELAWARE |

**PROPERTY NUMBERS Total: 18**

| Property Type        | Number   | Word Mark                |
|----------------------|----------|--------------------------|
| Serial Number:       | 76691097 | PEAK PERFORMANCE PUSH-UP |
| Registration Number: | 1526602  | SPORTLINE                |
| Registration Number: | 3213780  | WALKING ADVANTAGE        |
| Registration Number: | 3242808  | APD TECHNOLOGY           |
| Registration Number: | 3346644  | APD ACCURATE             |
| Registration Number: | 3559409  | BODY ACTIVATED           |
| Serial Number:       | 76686997 | BODY ACTIVATED           |
| Registration Number: | 3346650  | ABSOLUTE CRUNCH          |
| Registration Number: | 3589505  | THE SUPREME PUSHUP       |
| Registration Number: | 3971048  | SYSTEM6                  |
| Registration Number: | 3818727  | TRAINING CAMP            |
| Registration Number: | 3923282  | POWER STRIP              |
| Registration Number: | 3482808  | GOAL TRACK               |
| Registration Number: | 3718933  | DUO                      |

**TRADEMARK**

**900197656**

**REEL: 004588 FRAME: 0366**

**OP \$465.00 76691097**

|                      |         |                          |
|----------------------|---------|--------------------------|
| Registration Number: | 3803488 | META                     |
| Registration Number: | 3793404 | PEAK PERFORMANCE PUSH-UP |
| Registration Number: | 2865503 | VALEO                    |
| Registration Number: | 2248052 | OCELOT                   |

**CORRESPONDENCE DATA**

Fax Number: (212)645-2435  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 2126452410  
Email: joe.dunne@DUNNELAW.NET  
Correspondent Name: Joseph Dunne  
Address Line 1: 156 Fifth Ave  
Address Line 2: Suite 1223  
Address Line 4: New York, NEW YORK 10010

|                         |                |
|-------------------------|----------------|
| ATTORNEY DOCKET NUMBER: | 583            |
| NAME OF SUBMITTER:      | Joseph Dunne   |
| Signature:              | /Joseph Dunne/ |
| Date:                   | 07/21/2011     |

Total Attachments: 0

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