

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Pure Romance, Inc.		04/16/2012	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	Pure Romance, LLC
Street Address:	161 Commerce Boulevard
City:	Loveland
State/Country:	OHIO
Postal Code:	45140
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 33

Property Type	Number	Word Mark
Registration Number:	3907998	BETWEEN THE SHEETS
Registration Number:	3126025	BOOTY CANDLE
Registration Number:	3907994	BOSOM BUDDY
Registration Number:	4047694	BURNING DESIRE
Registration Number:	3910943	COME CLEAN
Registration Number:	3969248	DADDY FROM THE 'NATI
Registration Number:	3910945	DUST ME PINK
Registration Number:	3969249	EX T CEE
Registration Number:	3910949	FRESH START
Registration Number:	3969252	
Registration Number:	3913630	ICE ICE BABY
Registration Number:	3953866	JELLY TOOL BELT
Registration Number:	3900708	JUST LIKE ME
Registration Number:	3953867	LICKITY STIFF

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Registration Number:	3900709	LIKE A VIRGIN
Registration Number:	3953874	MINI NIGHTS OF PASSION
Registration Number:	3900707	PURE PLEASURE
Registration Number:	3099422	PURE ROMANCE
Registration Number:	3960950	PURE ROMANCE
Registration Number:	4018027	PURE ROMANCE
Registration Number:	3960949	PURE ROMANCE
Registration Number:	4018026	PURE ROMANCE
Registration Number:	3930415	PURE ROMANCE
Registration Number:	4060952	PURE SILK
Registration Number:	3969251	SENSATIONS
Registration Number:	3969246	T.O.M.
Registration Number:	3969245	ULTIMATE 7TH HEAVEN
Registration Number:	4001021	WHIPPED
Registration Number:	3969250	X SCREAM
Serial Number:	85059624	BLISS
Serial Number:	85038044	ENTICE
Serial Number:	85240207	FUN PARTIES
Serial Number:	85059436	KISS

**CORRESPONDENCE DATA**

Fax Number: 5132414771  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: (513) 352-6678  
Email: dawn.schneider@thompsonhine.com  
Correspondent Name: Carrie A. Shufflebarger  
Address Line 1: 312 Walnut Street, Suite 1400  
Address Line 4: Cincinnati, OHIO 45202

NAME OF SUBMITTER: Carrie A. Shufflebarger

Signature: /Carrie Shufflebarger/

Date: 04/27/2012

**Total Attachments: 6**

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ASSIGNMENT

WHEREAS, Pure Romance, Inc., an Ohio corporation with its principal place of business at 161 Commerce Boulevard, Loveland, Ohio 45140 (hereinafter "Assignor"), is the owner of all right, title and interest in and to the trademarks and service marks and the applications and registrations therefor throughout the world set forth on Exhibit A, attached hereto and made a part hereof, and to any other trademarks, service marks, trade names, applications and registrations corresponding thereto (collectively, the "Marks"); and

WHEREAS, Pure Romance, LLC, a Delaware limited liability company with its principal place of business at 161 Commerce Boulevard, Loveland, Ohio 45140 (hereinafter "Assignee") desires to acquire the Marks;

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and effective as of April 11, 2012, Assignor hereby grants, assigns, sells, transfers, conveys, sets over and quitclaims to Assignee, its successors and assigns Assignor's entire right, title and interest whatsoever, whether statutory or common law throughout the world, in and to the Marks together with the goodwill of the business symbolized thereby and such other trademarks, service, marks, trade names as may be owned by Assignor and used in connection with the Marks, and all claims for profits or damages due or accrued by reason of past, present, or future infringements of such marks, with the right to sue for, and collect the same for Assignee's own use and benefit.

Assignor shall, without further compensation, perform such lawful acts and execute all further documents as Assignee may reasonably request to effectuate fully the assignment of such trademarks, service marks, applications and registrations.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed by a duly authorized officer.

Pure Romance, Inc. (Assignor)

By 

Name: Christopher Cicchinelli

Title: President

Date: April 16, 2012

ACKNOWLEDGMENT

STATE OF OHIO )  
 ) SS:  
COUNTY OF Hamilton )

Acknowledged before me, a Notary Public, within and for said County and State. WITNESS my hand and notarial seal this 16<sup>th</sup> day of April, 2012.

My Commission Expires:

9/29/2016

Diane M. Stockmeier  
Notary Public


Resident of Clermont County

Diane M. Stockmeier  
Printed Name



DIANE M. STOCKMEIER  
Notary Public, State of Ohio  
My Commission Expires  
September 29, 2016






Exhibit A

Trademark	Country	App No	Filing Date	Reg No	Reg Date	Class	Goods and Services
BETWEEN THE SHEETS	US	85/059,634	6/10/2010	3,907,998	1/18/2011	3	Air and fabric freshener
BLISS	US	85/059,624	6/10/2010			25	Apparel, namely hooded sweatshirts, pants, t-shirts, underwear, jackets, and shawls
BOOTY CANDLE	US	78/577,759	3/1/2005	3,126,025	8/8/2006	4	Candles
BOSOM BUDDY	US	85/059,551	6/10/2010	3,907,994	1/18/2011	3	Body care products, namely, body cream and balm
BURNING DESIRE	US	85/059,574	6/10/2010	4,047,694	11/1/2011	3, 4	Body care products, namely, body balm and massage wax in Class 3; massage oil candles in Class 4
COME CLEAN	US	85/059,557	6/10/2010	3,910,943	1/25/2011	5	Cleaning solution for adult sexual stimulation aids
DADDY FROM THE 'NATI'	US	85/059,566	6/10/2010	3,969,248	5/31/2011	10	Electric adult sexual stimulation aids, namely, artificial penises, vibrators and stimulators
DUST ME PINK	US	85/059,580	6/10/2010	3,910,945	1/25/2011	3	Body care products, namely, body powder
ENTICE	US	85/038,044	5/13/2010			3	Moisturizing skin lotions, body lotions and creams
EX T CEE	US	85/059,594	6/10/2010	3,969,249	5/31/2011	5	Topical arousal creams
FRESH START	US	85/059,645	6/10/2010	3,910,949	1/25/2011	5	Body care products, namely, topical vaginal moisturizer
FUN PARTIES	US	85/240,207	2/11/2011			35	Retail shop-at-home party services in the field of lingerie, sensual novelties, and bedroom toys
	US	85/059,639	6/10/2010	3,969,252	5/31/2011	3, 5	Body care products, namely, body powder, body fragrance, topical body flakes...; Body care products, namely, personal topical lubricants, vaginal moisturizer, and topical cream for enhancing sexual arousal
ICE ICE BABY	US	85/059,608	6/10/2010	3,913,630	2/1/2011	10	Electric adult sexual stimulation aids, namely, artificial penises, vibrators and stimulators
JELLY TOOL BELT	US	85/059,465	6/10/2010	3,953,866	5/3/2011	10	Electric adult sexual stimulation aids, namely, vibrators and stimulators
JUST LIKE ME	US	85/059,429	6/10/2010	3,900,708	1/4/2011	5	Body care products, namely, topical personal lubricants
KISS	US	85/059,436	6/10/2010			3	Body care products, namely, body fragrance

Trademark	Country	App No	Filing Date	Reg No	Reg Date	Class	Goods and Services
LICKITY STIFF	US	85/059,626	6/10/2010	3,953,867	5/3/2011	5	Personal lubricants and topical creams for enhancing sexual arousal
LIKE A VIRGIN	US	85/059,453	6/10/2010	3,900,709	1/4/2011	3	Non-medicated erotic body cream
MINI NIGHTS OF PASSION	US	85/062,457	6/14/2010	3,953,874	5/3/2011	3, 5	Body care products, namely, body moisturizer, body and bath oil, shave cream, lubricant, and massage cream in Class 3; personal lubricants in Class 5
PURE PLEASURE	US	85/059,420	6/10/2010	3,900,707	1/4/2011	5	Body care products, namely, topical personal lubricants
PURE ROMANCE	Australia	1403941	1/13/2011	1403941	9/5/2011	3, 5, 10, 16, 25, 28, 35, 41	Body care products...; Gels for use as a personal lubricant; Electric and non-electric massage apparatuses...; Books, newsletters, catalogs...; Apparel, lingerie, night gowns...; Adult-oriented and erotic playing cards...; Distributorships...; Educational services...
PURE ROMANCE	Canada	1510533	1/10/2011			N/A	Body care products, namely, body lotion, body powders, shower gel, soap, body polish, unscented and scented body lotions and creams, massage creams and oils...
PURE ROMANCE	Canada	1268783	8/16/2005	TMA710,084	3/25/2008	3	Skin care preparations, namely, non-medicated indoor and outdoor tanning preparations
PURE ROMANCE	Canada	1510530	1/10/2011			N/A	Gels for use as a personal lubricant; electric and non-electric massage apparatuses...; Distributorship services in the field of relationship enhancement materials, marital aids, adult novelty items, and adult novelty gift items...
PURE ROMANCE	CTM	009753468	2/21/2011	009753468	2/21/2011	3, 5, 10, 16, 25, 28, 35, 41	Body care products...; Gels for use as a personal lubricant; Electric and non-electric massage apparatuses...; Books, newsletters, catalogs...; Apparel, lingerie, night gowns...; Adult-oriented and erotic playing cards...; Distributorships...; Educational services...
PURE ROMANCE	CTM	004593406	8/17/2005	004593406	7/10/2006	3	Skin care preparations; non-medicated indoor and outdoor tanning preparations
PURE ROMANCE	Dominican Republic	2011-3459	2/10/2011	187228	5/2/2011	3, 5, 10, 16, 25, 28, 35, 41	Body care products...; Gels for use as a personal lubricant; Electric and non-electric massage apparatuses...; Books, newsletters, catalogs...; Apparel, lingerie, night gowns...; Adult-oriented and erotic playing cards...; Distributorships...; Educational services...
PURE	Philippines	4-2011-	3/17/2011	4-2011-	9/8/2011	3, 5, 10,	Body care products...; Gels for use as a personal lubricant; Electric and non-electric massage apparatuses...; Books,

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ROMANCE		003096		003096		16, 25, 28, 35, 41	newsletters, catalogs...; Apparel, lingerie, night gowns...; Adult-oriented and erotic playing cards...; Distributorships...; Educational services...
PURE ROMANCE	South Africa	2011/00566	1/12/2011			5	Gels for use as a personal lubricant
PURE ROMANCE	South Africa	2011/00572	1/12/2011			41	Educational services, namely providing courses of instruction in the fields of intimacy after cancer treatments, sex education, and the availability of community health education programs
PURE ROMANCE	South Africa	2011/00571	1/12/2011			35	Distributorship services in the field of relationship enhancement materials, marital aids, adult novelty items, and adult novelty gift items sold in bulk for group parties...
PURE ROMANCE	South Africa	2011/00570	1/12/2011			28	Adult-oriented and erotic playing cards, card games, dice, and dice games
PURE ROMANCE	South Africa	2011/00569	1/12/2011			25	Apparel, namely lingerie, night gowns, underwear, t-shirts, hooded sweatshirts, shawls, jackets, and pants
PURE ROMANCE	South Africa	2011/00567	1/12/2011			10	Electric and non-electric massage apparatuses and adult sexual stimulation aids, namely, artificial penises, penis enlargers, and vibrators
PURE ROMANCE	South Africa	2011/00565	1/12/2011			3	Body care products, namely, body lotion, body powders, shower gel, soap, body polish, unscented and scented body lotions and creams, massage creams and oils, perfumes and colognes...
PURE ROMANCE	South Africa	2011/00568	1/12/2011			16	Books, newsletters, catalogs, brochures, and pamphlets with information on relationship enhancement, sensual aids, sexual aids, and adult-oriented and erotic subject matter
PURE ROMANCE	US	78/574,656	2/24/2005	3,099,422	5/30/2006	3	Skin care preparations, namely, non-medicated indoor and outdoor tanning preparations
PURE ROMANCE	US	85/045,201	5/21/2010	3,960,950	5/17/2011	5, 10, 16, 25, 28, 35, 41	Gels for use as a personal lubricant; Electric and non-electric massage apparatuses...; Books, newsletters, catalogs, brochures...; Apparel, namely lingerie...; Adult-oriented and erotic playing cards...; Distributorships...; Educational services...
PURE ROMANCE	US	85/044,709	5/21/2010	4,018,027	8/30/2011	3	Body care products, namely, body lotion, body powders, shower gel, soap, body polish, unscented and scented body lotions and creams, massage creams and oils, perfumes and colognes,



Trademark	Country	App No	Filing Date	Reg No	Reg Date	Class	Goods and Services
							bubble bath, and scented body mists...
	Canada	1510539	1/10/2011			N/A	Gels for use as a personal lubricant; electric and non-electric massage apparatuses...; Distributorship services in the field of relationship enhancement materials, marital aids, adult novelty items, and adult novelty gift items...
	Canada	1510536	1/10/2011			N/A	Body care products, namely, body lotion, body powders, shower gel, soap, body polish, unscented and scented body lotions and creams, massage creams and oils...
	US	85/045,191	5/21/2010	3,960,949	5/17/2011	10, 25, 28, 35, 41	Electric and non-electric massage apparatus including adult sexual stimulation aids, namely, artificial penises...; Apparel, namely lingerie...; Adult-oriented and erotic playing cards...; Online retail store services...; Educational services...
	US	85/044,664	5/21/2010	4,018,026	8/30/2011	3	Erotic body lotions, body powders, massage oils and body creams, shower gel, soap, body polish, and creams, perfumes and colognes, bubble bath, and scented body mists, all of which are marketed to enhance sexual pleasure and stimulation
	US	77/766,284	6/23/2009	3,930,415	3/15/2011	5, 10, 16, 35	Gels for use as a personal lubricant; Electric and non-electric massage apparatus; Books, newsletters, catalogs, brochures, and pamphlets with information on relationship enhancement, sensual aids, and sexual aids; Distributorships...
PURE SILK	US	85/059,409	6/10/2010	4,060,952	11/22/2011	5	Body care products, namely, topical personal lubricants
SENSATIONS	US	85/059,609	6/10/2010	3,969,251	5/31/2011	5	Topical personal lubricants
T.O.M.	US	85/059,491	6/10/2010	3,969,246	5/31/2011	10	Electric adult sexual stimulation aids, namely, artificial penises, vibrators and stimulators
ULTIMATE 7TH HEAVEN	US	85/059,485	6/10/2010	3,969,245	5/31/2011	10	Electric adult sexual stimulation aids, namely, vibrators and stimulators
WHIPPED	US	85/059,519	6/10/2010	4,001,021	7/26/2011	3	Body care products, namely, body lotion, body powders, shower gel, soap, body polish, body lotions and creams, massage creams, and topical lubricant
X SCREAM	US	85/059,601	6/10/2010	3,969,250	5/31/2011	5	Topical arousal creams