

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/31/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Daniel Joseph Enterprises, LLC		06/21/2013	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Essential Educational Concepts, LLC
Street Address:	7664 Voice of America Centre Drive
City:	West Chester
State/Country:	OHIO
Postal Code:	45069
Entity Type:	LIMITED LIABILITY COMPANY: OHIO

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Serial Number:	76305845	A GATHERING SCENTER
Serial Number:	76217239	AROMABAR
Registration Number:	3029628	D'NICOLE BEAUTY WELLNESS NATURE
Serial Number:	76229599	DANI
Registration Number:	3245291	DEVELOPING FUTURE LEADERS IN THE WORLD O
Serial Number:	76305846	EMERGING TALENT SALON SPA
Serial Number:	76644098	HEALTHY EXCHANGE
Serial Number:	76183351	LANDS OF AROMA
Serial Number:	76229396	LIFE ENHANCING DESIGNS AND SYSTEMS
Serial Number:	76211159	LIFE ENHANCING REMEDIES
Serial Number:	76388240	PUREGIVING
Registration Number:	2919393	PUREGIVING

OP \$315.00 76305845

CORRESPONDENCE DATA

Fax Number: 5139778141

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 513-977-8200

Email: karen.gaunt@dinsmore.com

Correspondent Name: Karen K. Gaunt

Address Line 1: 255 East Fifth Street, Suite 1900

Address Line 4: Cincinnati, OHIO 45202

NAME OF SUBMITTER:	Karen Kreider Gaunt
Signature:	/Karen Kreider Gaunt/
Date:	07/16/2013

Total Attachments: 3

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NUNC PRO TUNC ASSIGNMENT

WHEREAS, Daniel Joseph Enterprises, LLC (hereinafter "*Assignor*"), a limited liability company of the state of Delaware, with an office of 122 Pinnacle Peak, Fairfield, Ohio 45014, United States, was the owner of the trademarks set forth on the attached Schedule A as well as common law rights thereto (hereinafter referred to as the "*Marks*").

WHEREAS, on December 31, 2008, Assignor did assign all right, title and interest in the Trademarks, together with the goodwill of the business symbolized by the Trademarks, and the registrations thereof as set forth on the attached Schedule A to Essential Educational Concepts LLC (hereinafter "*Assignee*"), with an office at 7664 Voice of America Centre Drive, West Chester, Ohio 45069; and

WHEREAS, Assignor and Assignee are desirous of making this Assignment a matter of record.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee, nunc pro tunc as of December 31, 2008, the entire right, title, interest in and to the Marks, the goodwill associated thereto, the same to be held and enjoyed by Assignee, its successors, assigns, and other legal representatives.

This Assignment shall be binding upon the parties, their successors and/or assigns and all others acting by, through, with or under their direction, and all those in privity therewith.

[Signature Page Follows]

ASSIGNOR:

Daniel Joseph Enterprises LLC

By: *Judith J Holberg*
Date: *June 21, 2013*

ASSIGNEE:

Essential Educational Concepts LLC

By: *Judith J Holberg*
Title: Authorized Member
Date: *June 21, 2013*

SCHEDULE A

Mark	Registration/Application No.
A GATHERING SCENTER	76/305845
AROMABAR	76/217239
D'NICOLE BEAUTY WELLNESS NATURE and Design	3,029,628
DANI	76/229599
DEVELOPING FUTURE LEADERS IN THE WORLD OF BEAUTY AND WELLNESS	3,245,291
EMERGING TALENT SALON SPA	76/305846
HEALTHY EXCHANGE	76/644098
LANDS OF AROMA	76/183351
LIFE ENHANCING DESIGNS AND SYSTEMS	76/229396
LIFE ENHANCING REMEDIES	76/211159
PUREGIVING	76/388240
PUREGIVING	2,919,393