

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
Imperial World, Inc.		10/31/2006	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	JewelPops Inc.		
Street Address:	27 Diana Grace Avenue		
City:	Dartmouth NS		
State/Country:	CANADA		
Postal Code:	B2W 6A2		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2753118	CHAMELEON COLLECTION	
CORRESPONDENCE DATA			
Fax Number:	(802)425-9061		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	802-425-9060		
Email:	upstomail@webtm.com		
Correspondent Name:	Gordon E. R. Troy, Esq.		
Address Line 1:	P.O. Box 368		
Address Line 4:	Charlotte, VERMONT 05445		
ATTORNEY DOCKET NUMBER:	4009-019.001		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			

OP \$40.00 2753118

Address Line 4:

NAME OF SUBMITTER:

Gordon E. R. Troy

Signature:

/Gordon E. R. Troy/

Date:

11/08/2006

Total Attachments: 1
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ASSIGNMENT

(4009-019)

Whereas, Imperial World, Inc., a Corporation existing under the laws of Illinois having its principal offices at 1010 Executive Court, Suite 300, Westmont, Illinois 60559 ("Assignor"), has adopted, used, is using and is the owner of the following trademarks:

Trademark	Registration No.	Registration Date
CHAMELEON COLLECTION	2753118	8/19/2003

Whereas, JewelPops Inc a Corporation existing under the laws of Canada having its principal offices at 27 Diana Grace Ave, Dartmouth NS, Canada B2W 6A2 ("Assignee"), is desirous of acquiring said registered trademarks,

Now, Therefore, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademarks together with the goodwill of the business symbolized by said trademarks and registrations thereof.

Signed this 31st day of October, 2006.

Assignor: Imperial World, Inc.

By *Richard J Mick*
 Name: Richard J Mick
 Title: Senior Vice President

State of Illinois)
) ss:
 County of DuPage)

On this 31st day of October, 2006, Richard J Mick personally appeared, to me known and known to me to be Senior Vice President of Assignor, the assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of said Assignor and pursuant to authority duly received.

Teresita A Villafuerte
 Notary Public

