

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
Richline Group, Inc.		01/02/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Wal-Mart Stores, Inc.		
Street Address:	702 S.W. 8th St.		
City:	Bentonville		
State/Country:	ARKANSAS		
Postal Code:	72716-0520		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77345459	LOVE, EARTH	
CORRESPONDENCE DATA			
Fax Number:	(479)277-5889		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	479-273-4505		
Email:	ustm@walmartlegal.com		
Correspondent Name:	Colette Durst-Barkey		
Address Line 1:	702 S.W. 8th St.		
Address Line 4:	Bentonville, ARKANSAS 72716-0520		
NAME OF SUBMITTER:	Colette Durst-Barkey		
Signature:	/cdb/		
Date:	03/24/2008		

OP \$40.00 77345459

Total Attachments: 2
 source=LEGAL-#3119879-v1-Executed_Assignment_of_LOVE__EARTH_SN_77_345459#page1.tif

TRADEMARK ASSIGNMENT

This Assignment is made on this 2nd day of January, 2008, by Richline Group, Inc., a Delaware corporation, having a place of business at 516 Fifth Avenue, New York, New York 10036 ("Assignor"), to and in favor of Wal-Mart Stores, Inc., a Delaware corporation, having a place of business at 702 S.W. 8th Street, Bentonville, Arkansas, 72716-0520 ("Assignee").

WITNESSETH THAT:

WHEREAS, the ASSIGNOR is the owner of all right, title and interest in and to the trademark application listed in attached Schedule A (the "Trademark"); and

WHEREAS, the ASSIGNEE wishes to acquire from the ASSIGNOR all right, title and interest in and to the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee, all of its right, title and interest in and to the Trademark, together with the goodwill of the business appurtenant to and symbolized by the Trademark and including, without limitation, all common law rights in and to the Trademark and the right to sue and recover for, and the right to profits or damages due or accrued or arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademark, to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

Richline Group, Inc.

Dated: January, 2, 2008

By 

Name: Nicholas Romano
Title: Chief Accounting Officer

NY01 1331278 v 1

TRADEMARK
REEL: 003745 FRAME: 0616

SCHEDULE A

Trademark

Serial No.

LOVE, EARTH

77/345,459

NY01 1331278 v 1