

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
J. Lloyd International, Inc.		04/15/2008	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Original Ideas, Inc.		
<b>Street Address:</b>	80-585 Via Talavera		
<b>City:</b>	La Quinta		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92253		
<b>Entity Type:</b>	CORPORATION:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2488861	ENDLESS BUBBLES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)876-7934		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312-876-2827		
<b>Email:</b>	trademarks@sonnenschein.com		
<b>Correspondent Name:</b>	Jana Krupoff		
<b>Address Line 1:</b>	Wacker Drive Station, Sears Tower		
<b>Address Line 2:</b>	P.O. Box 061080		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	50048010-0026		
<b>NAME OF SUBMITTER:</b>	Katie A. Krutzsch		
<b>Signature:</b>	/katie a. krutzsch/		
<b>Date:</b>	04/17/2008		

OP \$40.00 2488861

**Total Attachments: 3**

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## QUIT CLAIM ASSIGNMENT OF TRADEMARK

**THIS ASSIGNMENT OF TRADEMARK** is made and entered into as of this 26th day of March, 2008, by and between J. LLOYD INTERNATIONAL, INC., an Iowa corporation ("Assignor"), and ORIGINAL IDEAS, INC., a California corporation ("Assignee").

**WHEREAS**, Assignor is the current owner of record of the trademark registration listed on Schedule A (the "Registration") and asserts that it is the sole owner of all right, title and interest in and to the mark listed on Schedule A (the "Mark") and the Registration;

**WHEREAS**, Assignee and Robert A. DeMars have petitioned to cancel the Registration asserting that Assignor defrauded the United States Patent and Trademark Office in securing the Registration; and

**WHEREAS**, Assignee wishes to acquire and Assignor wishes to assign and transfer to Assignee all of its rights, title and interest in and to the Mark and Registration;

**NOW THEREFORE**, in consideration of these premises, covenants and obligations set forth herein and in the certain discontinuance agreement entered into concurrently with this Assignment by and between the parties (the "Discontinuance Agreement") and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignor hereby assigns and transfers to Assignee all of its right, title, and interest in and to the Mark, including without limitation the Registration and all applications and other registrations therefor, and any trade name, business name or domain name incorporating the Mark, and any other rights Assignor may have in the Mark, together with all common law rights and goodwill of the business connected with the use of and symbolized by the Mark, and the rights to sue for, and recover for, any past or present infringement or misappropriation of the Mark and the right to collect damages therefor and all income, royalties or payments due as of the date hereof or hereafter.

2. Assignor agrees that it will execute any further documents reasonably required by Assignee to secure and enforce the rights granted to Assignee under this Assignment.

*[Signature page to follow]*



**Schedule A**

**Marks**

**ENDLESS BUBBLES**

**Registration**

<b>Trademark</b>	<b>Registration Number</b>	<b>Registration Date</b>
<b>ENDLESS BUBBLES</b>	<b>2,488,861</b>	<b>09/11/2001</b>