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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)
Tab settings ⇨⇨⇨ ▼

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Cute As A Bug, LLC

9-7-01

- Individual(s)
- General Partnership
- Corporation-State
- Other Limited Liability Company
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: July 11, 2001

2. Name and address of receiving party(ies)

Name: eStyle, Inc.

Internal

Address: _____

Street Address: 865 South Figueroa Street

City: Los Angeles State: CA Zip: 90017

Individual(s) citizenship _____

Association _____

General Partnership _____

Limited Partnership _____

Corporation-State Delaware

Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No N/A

(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

78/004691

B. Trademark Registration No.(s)

400

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Rita M. Carrier, Esq.

Internal Address: Sullivan & Cromwell

Suite 800

Street Address: 1701 Pennsylvania Avenue,

N.W.

City: Washington State: D.C. Zip: 20006-5805

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

N/A

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Rita M. Carrier
Name of Person Signing

Rita M. Carrier
Signature

August 2, 2001
Date

Total number of pages including cover sheet, attachments, and document: 5

08/22/2001 TBIAZ1 00000160 78004691

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40.00 DP

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
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SERVICE MARK ASSIGNMENT
AND
ACKNOWLEDGMENT

THIS SERVICE MARK ASSIGNMENT AND ACKNOWLEDGMENT

(this "Assignment") is effective this 11th day of
July, 2001, by Cute As A Bug, LLC, a California
limited liability company, having its principal place of
business at 28402 Calle Pinon, San Juan Capistrano,
California 92675-5802, hereinafter referred to as
"Assignor," and eStyle, Inc., a Delaware corporation, having
its principal place of business at 865 South Figueroa
Street, Los Angeles, California 90017, hereinafter referred
to as "Assignee."

W I T N E S S E T H :

WHEREAS, Assignor is desirous of assigning, and
Assignee is desirous of acquiring, Assignor's entire right,
title and interest in and to the service mark CUTE AS A BUG
and the application for registration thereof pending at the
United States Patent and Trademark Office, Serial No.
78/004691, hereinafter referred to as the "Mark";

NOW, THEREFORE, for good and valuable
consideration, the receipt and sufficiency of which are
hereby acknowledged, Assignor does hereby sell, assign,

transfer, set over and convey unto Assignee and its successors and assigns, as of the date first above written, its entire right, title and interest in and to the Mark, including the right to, and full benefit of, such priorities as may now or hereafter be granted by local law, international convention or treaty in and to the Mark, and including the good will of the business symbolized by the Mark and all common-law rights associated with the Mark, any and all rights of enforcement with respect thereto, including all rights to sue or recover for the past, present and future misappropriation, infringement or other violation thereof, and any and all causes of action related thereto.

ALL OF THE FOREGOING set forth in the immediately preceding paragraph shall be held and enjoyed by Assignee for its own use and for the use of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this transfer to Assignee had not been made.

IN WITNESS WHEREOF, each of Assignor and Assignee
has caused this Assignment to be executed as of the date
first above written.

eStyle, Inc.

By: Laurea McLarney
Name:
Title:

Cute As A Bug, LLC

By: Selina K. Farrell
Name: Selina K. Farrell
Title: President

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of ORANGE

} ss.

On July 11, 2001, before me, RITA K. PFETZING, Notary Public

Date

Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Selina K. Farrell

Name(s) of Signer(s)

- personally known to me
- proved to me on the basis of satisfactory evidence

to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

Rita K. Pfetzing
Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

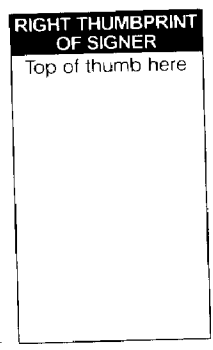
Title or Type of Document: SERVICE MARK ASSIGNMENT AND Acknowledgment

Document Date: _____ Number of Pages: _____

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Capacity(ies) Claimed by Signer

- Signer's Name: _____
- Individual
 - Corporate Officer — Title(s): _____
 - Partner — Limited General
 - Attorney in Fact
 - Trustee
 - Guardian or Conservator
 - Other: _____



Signer Is Representing: _____