

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
Malia Mills, Inc.		04/25/2003	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	I.Am.MaliaMills, LLC		
Street Address:	263 West 38th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	New York Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number		
Serial Number:	78145587		
CORRESPONDENCE DATA			
Fax Number:	(212)286-0854		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-697-5995		
Email:	ptodocket@arelaw.com		
Correspondent Name:	Amster, Rothstein & Ebenstein		
Address Line 1:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	52000/6		
NAME OF SUBMITTER:	Anthony F. Lo Cicero		

CH \$40.00 78145587

Total Attachments: 2

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**TRADEMARK
REEL: 002648 FRAME: 0504**

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TRADEMARK ASSIGNMENT

WHEREAS, Malia Mills, Inc., a corporation organized and existing under the laws of the State of New York, having an office and place of business at 263 West 38th Street, 16th Floor, New York, New York 10018 (hereinafter referred to as the "Assignor"), is the owner of all right, title and interest in and to the mark JUST MARRIED and is the owner of U.S. Application Serial No. 78/145,587 therefor; and

WHEREAS, I.Am.MaliaMills, LLC, a limited liability company organized and existing under the laws of the State of New York, having an office and place of business at 263 West 38th Street, 16th Floor, New York, New York 10018 (hereinafter referred to as the "Assignee") is desirous of acquiring all of the right, title and interest of Assignor in and to the subject mark and registration;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor as of the date hereof, does assign, transfer and deliver all of its right, title and interest in and to the subject mark and registration, together with that part of the goodwill of the business and that part of the business of Assignor connected with the use of and symbolized by such mark and such registration recited above, to Assignee.

Said Assignor hereby agrees to sign all lawful papers and to perform all other lawful acts which the Assignee may reasonably request to make this Assignment fully effective, including without limitation, execution of all other documents necessary to effect the intent of this Assignment.

