

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
Too Cute, Inc.		05/02/2006	CORPORATION: CALIFORNIA
Patrick Guetta		05/02/2006	INDIVIDUAL:
Marc Guetta		05/02/2006	INDIVIDUAL:
Thierry Guetta		05/02/2006	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Stupid T-Shirts, Inc.		
Street Address:	7701 Melrose Avenue		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90046		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1932455	TOO CUTE!	
CORRESPONDENCE DATA			
Fax Number:	(805)230-1355		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	805-230-1350		
Email:	mgoldstein@socalip.com		
Correspondent Name:	Mark Andrew Goldstein		
Address Line 1:	310 N Westlake Blvd, Suite 120		
Address Line 2:	SoCal IP Law Group LLP		
Address Line 4:	Westlake Village, CALIFORNIA 91362		
ATTORNEY DOCKET NUMBER:	S019-T06171US		
NAME OF SUBMITTER:	Mark Andrew Goldstein		

OP \$40.00 1932455

Signature:

/mark goldstein/

Date:

05/03/2006

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Too Cute, Inc. was a corporation formed under the laws of the state of California; and

WHEREAS, Too Cute, Inc. is listed as the owner of U.S. trademark registration 1,932,455 for TOO CUTE! (the "Trademark"); and

WHEREAS, Patrick Guetta, Marc Guetta and Thierry Guetta were the officers of Too Cute, Inc.; and

WHEREAS, Too Cute, Inc. is now dissolved and its assets, including the Trademark and the goodwill associated therewith, are owned by Patrick Guetta, Marc Guetta and Thierry Guetta as individuals; and


WHEREAS, Stupid T-Shirts, Inc., a California Corporation (hereinafter, the "Assignee"), having an address at 7701 Melrose Avenue, Los Angeles, California 90046, desires to acquire the entire right, title and interest in and to the Trademark and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, we, the below persons, as individuals and in our capacity as former officers of Too Cute, Inc. to the full and complete extent that we have ownership in and rights to the Trademark and the goodwill associated therewith hereby sell, assign, transfer and set over to the Assignee the entire right, title and interest in and to the Trademark and the goodwill associated therewith for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives as the same would have been held and enjoyed if this assignment and sale had not been made.

AND WE HEREBY covenant as individuals and in our capacities as former officers of Too Cute, Inc. that we have the full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith;

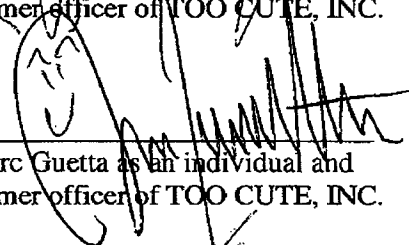
AND WE HEREBY further covenant and agree that we will communicate to the Assignee any facts known to us respecting the ownership of and rights to the Trademark, and testify in any legal proceeding, sign all lawful papers, execute all documents, make all rightful oaths and generally do everything possible to aid the Assignee in establishing and maintaining ownership of and rights to the Trademark and enforcing the Trademark.

Dated: MAY 2ND, 2006



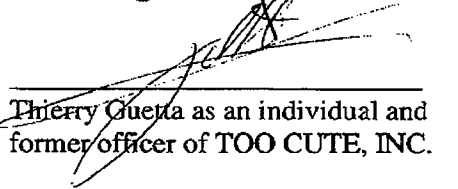
Patrick Guetta as an individual and
former officer of TOO CUTE, INC.

Dated: MAY 2ND, 2006



Marc Guetta as an individual and
former officer of TOO CUTE, INC.

Dated: MAY 2ND, 2006



Thierry Guetta as an individual and
former officer of TOO CUTE, INC.