

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
Randall Simmons		05/18/2006	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Lollytogs, Ltd.		
Street Address:	100 West 33rd Street		
Internal Address:	Suite 1012		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2635875	ELEVATE	
CORRESPONDENCE DATA			
Fax Number:	(212)502-2010		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-502-6150		
Email:	Jeffrey@dweckny.com		
Correspondent Name:	Jeffrey Dweck		
Address Line 1:	100 West 33rd Street		
Address Line 2:	Suite 1017		
Address Line 4:	New York, NEW YORK 10001		
NAME OF SUBMITTER:	Jeffrey S. Dweck		
Signature:	/jeffrey dweck/		
Date:	06/05/2006		

OP \$40.00 2635875

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

This Assignment of Trademarks is made as of the 17th day of May, 2006, by and between **Randall Simmons, 303 Park Shadow Court, Baldwin Park, California 91706** (formerly 576 Park Shadow Court) ("Assignor") and **Lollytogs, Ltd.**, a corporation organized under the laws of the State of New York ("Assignee").

WHEREAS, as of the date hereof, the Assignor is the owner of the trademarks, including, without limitation, the trademark applications and/or registrations in the United States Patent and Trademark Office as delineated on Exhibit A annexed hereto (the "Trademarks"); and

WHEREAS, the Assignee is desirous of acquiring the Trademarks, the applications and registrations therefore, and the business and goodwill of the business in connection therewith.

NOW, THEREFORE, the Assignor, for good and valuable consideration, the receipt and sufficiency of which is hereby expressly acknowledged, hereby sells, assigns, conveys and transfers unto Assignee, its successor and assigns, Assignor's entire right, title and interest in and to the Trademarks, applications, and registrations set forth on Exhibit A, together with the business and all goodwill of the business connected with the use of or symbolized by the Trademarks, applications and registrations therefore, including any license, franchise, or distributor agreements, labels and advertising, and Assignor's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of the Trademarks as well as all rights to damages or profits as of the date hereof and the right to sue for and recover same in Assignee's own name.

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

ASSIGNOR



Randall Simmons

Exhibit A

Trademarks

ELEVATE (Design Plus Words)

Registration No. 2,635,875

CA
STATE OF NEW YORK)
LOS ANGELES) ss.:
COUNTY OF NEW YORK)

On this 18th day of MAY, 2006, personally came before me Randall Simmons who being by me duly sworn did depose and say that deponent is the authorized agent and/or officer of the corporation described in and which executed the foregoing ASSIGNMENT OF TRADEMARK, and that he has the authority to sign his name thereto.

Ana L. Sequeira
Notary Public

