

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kill City, Inc.	FORMERLY Lip Service	06/28/2002	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Original Cult, Inc.		
Street Address:	130 South Anderson Street		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90033		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2801186	BLACKLIST	
Serial Number:	78736950	KILL CITY	
Serial Number:	76625263	LE METAL	
CORRESPONDENCE DATA			
Fax Number:	(310)914-5843		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3103124000		
Email:	ctappa@manatt.com		
Correspondent Name:	Jill M. Pietrini, Esq.		
Address Line 1:	11355 W. Olympic Boulevard		
Address Line 2:	Manatt, Phelps & Phillips, LLP		
Address Line 4:	Los Angeles, CALIFORNIA 90064		
ATTORNEY DOCKET NUMBER:	14189-001		
NAME OF SUBMITTER:	Jill M. Pietrini		

CH \$90.00 2801186

Signature:	//jmp//
Date:	07/31/2006
Total Attachments: 4 source=Kill City Name Change#page1.tif source=Kill City Name Change#page2.tif source=Kill City Name Change#page3.tif source=Kill City Name Change#page4.tif	

State of California
Secretary of State



I, BRUCE McPHERSON, Secretary of State of the State of California, hereby certify:

That the attached transcript of 1 page(s) has been compared with the record on file in this office, of which it purports to be a copy, and that it is full, true and correct.



IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of

AUG 26 2005

BRUCE McPHERSON
Secretary of State

A0632755

ENDORSED - FILED
In the office of the Secretary of State
of the State of California

AUG 19 2005

**CERTIFICATE OF AMENDMENT
OF
ARTICLES OF INCORPORATION
OF
KILL CITY, INC.,
A CALIFORNIA CORPORATION**

Drew Bernstein hereby certifies that:

1. He is the President and Secretary of Kill City, Inc., a California corporation (the "Corporation").
2. Article I of the Articles of Incorporation of the Corporation is hereby amended to read as follows:

"The name of the Corporation shall be: The Original Cult, Inc."
3. The foregoing amendment to the Articles of Incorporation of the Corporation has been unanimously approved by the board of directors of the Corporation.
4. The foregoing amendment of Articles of Incorporation has been duly approved by the required vote of the shareholders in accordance with Section 902, California Corporations Code. The Corporation has only one class of shares and the total number of outstanding shares of the Corporation is five thousand (5,000). The number of shares voting in favor of the amendment equaled or exceeded the vote required. The percentage vote required was more than 50%.

The undersigned further declares under penalty of perjury under the laws of the State of California that the matters set forth in this Certificate are true and correct of his own knowledge.

DATE: August 17, 2005


Drew Bernstein, President and Secretary

40908046.1



**CONSENT OF ACTION TAKEN BY
THE SOLE SHAREHOLDER
OF KILL CITY, INC.**

AUGUST 17, 2005

The undersigned, constituting the shareholder (the "*Sole Shareholder*") of all the issued and outstanding shares of Common Stock of Kill City, Inc., a California corporation (the "*Corporation*"), pursuant to Section 603(a) of the General Corporation Law of California, does hereby consent to the adoption of the following resolutions:

AMENDMENT OF ARTICLES OF INCORPORATION

WHEREAS, the Board of Directors of the Corporation has duly adopted resolutions to change the corporate name of the Corporation to "The Original Cult, Inc."; and

WHEREAS, the undersigned has determined that it is in the best interests of the Corporation to amend its Articles of Incorporation to change the name of the Corporation.

NOW, THEREFORE, BE IT RESOLVED, that Article I of the Articles of Incorporation of the Corporation be amended in its entirety to read as follows:

"The name of the Corporation shall be: The Original Cult, Inc."

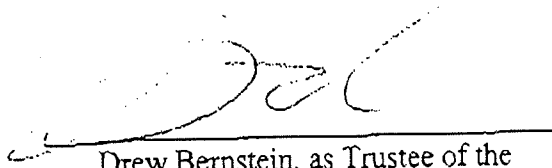
OMNIBUS RESOLUTIONS

RESOLVED FURTHER, that the officers and directors of this corporation are, and each of them hereby is, authorized and directed to execute and deliver on behalf of this corporation such agreements, instruments, certificates and other documents, to make such filings with regulatory agencies and to take all such further actions as each such officer or director may deem necessary or appropriate in order to implement the foregoing resolutions; and

RESOLVED FURTHER, that any actions taken by such officers prior to the date of the foregoing resolutions adopted hereby that are within the authority conferred thereby are hereby ratified, confirmed and approved as the acts and deeds of this corporation.

IN WITNESS WHEREOF, the undersigned has executed this Consent to Action Taken Without Meeting effective as of the date first set forth above.

SOLE SHAREHOLDER:



Drew Bernstein, as Trustee of the
In Drew We Trust, dated 6/28/02

40908070.1