

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JillMark, Inc.		08/08/2006	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Seaton, LLC		
Composed Of:	COMPOSED OF Jill Roberts Freeman and Mark S. Freeman		
Street Address:	9312 Civic Center Drive		
Internal Address:	Suite 101		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78514860	SEATON	
Serial Number:	76633534		
CORRESPONDENCE DATA			
Fax Number:	(310)820-5988		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(310) 207-3800		
Email:	tm_filings@bstz.com		
Correspondent Name:	Lori N. Boatright/Blakely Sokoloff et al		
Address Line 1:	12400 Wilshire Boulevard		
Address Line 2:	Seventh Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90025		
ATTORNEY DOCKET NUMBER:	007209.T001 & T002		
NAME OF SUBMITTER:	Lori N. Boatright		

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Signature:

/Lori N. Boatright/

Date:

08/08/2006

Total Attachments: 2

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WHEREAS, JillMark, Inc., a California corporation, having a principal place of business at 9312 Civic Center Drive, Beverly Hills CA 90210 (hereinafter the "Assignor"), adopted the trademarks "SEATON" and the Miscellaneous Design of a Seahorse, with the intent to use the marks in commerce;

AND WHEREAS, Assignor filed trademark applications at the U.S. Patent & Trademark Office for such marks, namely:

MARK	SERIAL NO.	FILING DATE
SEATON	Ser. No. 78/514860	November 10, 2004
Design-Seahorse	Ser. No. 76/633534	March 17, 2005

(hereinafter "Trademark Applications")

AND, WHEREAS, SEATON, LLC, a California limited liability company composed of Jill Roberts Freeman and Mark S. Freeman, having a principal place of business at 9312 Civic Center Drive, Suite 101, Beverly Hills CA 90210 (hereinafter called the "Assignee") is desirous of acquiring from said Assignor the entire right, title and interest in and to the trademarks above, including the Trademark Applications, together with the goodwill of the business pertaining thereto, and the Assignor is willing to assign the trademarks above, including the Trademark Applications, and associated goodwill to Assignee;

AND, WHEREAS, such Trademark Applications were filed on the basis of "intent to use" but Assignee is the successor to the portion of the business to which the marks and Trademark Applications pertain, and thus the Assignment is proper.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto the Assignee, its entire right, title and interest in and to the aforesaid trademarks, the Trademark Applications, all together with the goodwill of the business pertaining thereto, including the right to sue for past infringements.

JILLMARK, INC.

Dated: 8/8/06



By: Mark Freeman
Officer