

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	03/27/2007

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
YMLA Inc.		03/27/2007	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

Name:	FASHIONLABLA Inc.
Street Address:	737 Huntley Drive
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90069
Entity Type:	CORPORATION: CALIFORNIA

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	1768723	Y.M.L.A.

**CORRESPONDENCE DATA**

Fax Number: (480)663-2152  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 480-663-2163  
 Email: peichler@jsslaw.com  
 Correspondent Name: Peter M. Eichler  
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 Address Line 2: Suite 300  
 Address Line 4: Scottsdale, ARIZONA 85254-1597

ATTORNEY DOCKET NUMBER:	58602-1
NAME OF SUBMITTER:	Peter M. Eichler
Signature:	/petermeichler/

CH \$40.00 1768723

Date:

04/02/2007

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

WHEREAS, Y.M.L.A., Inc., a California Corporation ("Assignor"), is the owner of the registered trademark YMLA (Registration No. 1,768,723); and  
WHEREAS, FASHIONLABLA, INC., a California Corporation ("Assignee"), is desirous of acquiring the YMLA trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Y.M.L.A. INC. hereby assigns to FASHION LABLA, INC., all its right, title and interest in and to the YMLA trademark, together with the goodwill of the business associated therewith and the right to sue and recover for past infringements, dilution and other violations thereof.

IN WITNESS WHEREOF, this Assignment has been executed as of March 27<sup>th</sup>, 2007.

Y.M.L.A., INC. (Assignor)

By LARRY BLOW

Name: Larry Blow

Title: President & CEO

FASHIONLABLA Inc. (Assignee)

By: LARRY BLOW

Name: Larry Blow

Title: President & CEO