

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Jill Sorenson		03/13/2007	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	EK Success, Ltd.		
<b>Street Address:</b>	261 River Road		
<b>City:</b>	Clifton		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07014		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: UNITED STATES		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78956351	JOLIE'S	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)697-3004		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-697-2800		
<b>Email:</b>	andrew@soferharoun.com		
<b>Correspondent Name:</b>	Sofer & Haroun, LLP		
<b>Address Line 1:</b>	317 Madison Avenue, Suite 910		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	688-507		
<b>NAME OF SUBMITTER:</b>	Robert M. Haroun		
<b>Signature:</b>	/Robert M. Haroun/		
<b>Date:</b>	04/06/2007		

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Total Attachments: 1  
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