

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<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 Sorensen		03/13/2007	INDIVIDUAL:
<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:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78956385	JOLIESONLINE.COM	
<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		

CH \$40.00 78956385

Total Attachments: 1  
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**A S S I G N M E N T**

WHEREAS, Jill Sorensen, an individual residing in Shelby Township, MI, hereafter "ASSIGNOR", is the owner of the following trademark for which application is pending in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Application No.</u>	<u>Filed</u>
JOLIESONLINE.COM	78/956,385	08/21/2006

WHEREAS, E.K. Success, Ltd. a New York corporation having a principal place of business at 261 River Road, Clifton, New Jersey, 07014, hereafter "ASSIGNEE", is desirous of acquiring ASSIGNOR'S interest in said trademark and said application;

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, ASSIGNOR hereby assigns to ASSIGNEE, all of his right, title and interest in and to said trademark and said application therefor, together with the goodwill of the business symbolized by said trademark and said application to register said trademark including (but not by way of limitation) the right to sue and collect and keep damages for past infringements thereof. The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to ASSIGNEE, E.K. Success, Ltd.

Signed this 13 day of March, 2007.

Jill Sorensen  
Jill Sorensen

STATE OF Michigan )  
   ) §§  
COUNTY OF Macomb )

On this 13<sup>th</sup> day of March, 2007, personally appeared \_\_\_\_\_, the Assignor above-named, and acknowledged that she executed the foregoing Assignment.

9/21/2011  
My Commission Expires

Anjali Girish Tambe  
Anjali G. Tambe  
Notary Public

Anjali G Tambe  
Notary Public Oakland County, MI  
My Commission Expires 09/21/2011

EXHIBIT C