

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Karen Johnson dba Lulu Pink		08/20/2007	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	SimplyShe, Inc.		
Street Address:	1020 Kearny Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94133		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78900552	LULU PINK	
CORRESPONDENCE DATA			
Fax Number:	(415)705-6383		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4157056377		
Email:	ptomita@dergnoah.com		
Correspondent Name:	Paul K. Tomita		
Address Line 1:	Four Embarcadero Center, Suite 1450		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	1029.01		
NAME OF SUBMITTER:	Paul K. Tomita		
Signature:	/paul k tomita/		
Date:	09/19/2007		

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Total Attachments: 4

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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of August 17, 2007 from Karen Johnson, an individual, dba Lulu Pink, a sole proprietorship ("ASSIGNOR") to SimplyShe, Inc., a Delaware corporation ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of the Trademark Lulu Pink, the US Trademark Application Serial No. 78/900,552, the California Trademark Registration No. 111,283, (collectively, the "Mark"), and the trade dress of the business (the "Trade Dress") related to the Products (as defined below), the Web pages, images, and other digital assets that are hosted on one or several web server(s), accessible via the Internet through the Internet web site address www.lulupink.com (the "Web Site"), and the domain name with the Internet web site address www.lulupink.com (the "Domain Name"), (collectively, the "Property") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods of dog clothing (the "Product" on which the Lulu Pink trademark is used).

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Mark and the Property.

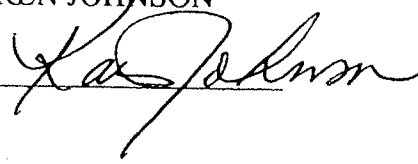
NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark and the Property, together with (1) the goodwill of the business relating to the Products in respect upon which the Lulu Pink trademark is used, (2) all royalties from third parties, and damages from third parties hereafter due and payable to ASSIGNOR with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark by third parties, and (3) all rights to sue for past, present and future infringements or misappropriations of the Mark by third parties.

ASSIGNOR further covenants, and at ASSIGNEE'S expense, that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Mark and the Property.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Trademark Assignment, as of the day and year first above written.

KAREN JOHNSON

By:

A handwritten signature in cursive script, appearing to read "Karen Johnson", written over a horizontal line.

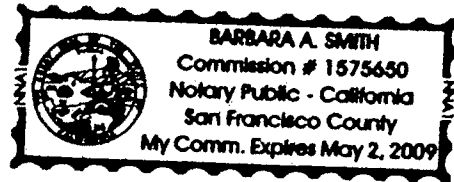
Acknowledgment of Notary Public

State of California)
) ss.
County of San Francisco)

On August 20, 2007, before me, Barbara A. Smith, notary public, personally appeared Karen Johnson, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Barbara A. Smith
Signature of Notary Public



(SEAL)

EXHIBIT A

I. MARK

A. TRADEMARK APPLICATION

Mark	Mark Date	Filing	Application No.	Registration No.	Registration Date
LULU PINK	June 5, 2006		78/900,552	Not Yet Registered	Not Yet Registered
Goods: Leather goods, namely, dog clothing					

B. TRADEMARK REGISTRATIONS

FEDERAL REGISTRATION

Any federal registration resulting from the LULU PINK trademark application.

STATE REGISTRATION

	Registration No.	Registration Date
	111,283	November 7, 2005

II. PROPERTY

A. TRADE DRESS

All trade dress associated with the Lulu Pink Trademark, the Lulu Pink web site www.lulupink.com, Lulu Pink products and Lulu Pink advertisements.

B. DOMAIN NAME

www.lulupink.com

C. WEB SITE

All web pages, images, and digital assets that are part of the web site accessed through the www.lulupink.com domain name.