

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| Jillian Dempsey | | 01/28/2008 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | Bardeen Agency, Inc. | | |
| Street Address: | 661 Harper Avenue | | |
| Internal Address: | Suite 201 | | |
| City: | Los Angeles | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90048 | | |
| Entity Type: | CORPORATION: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77018405 | JILLIAN DEMPSEY | |
| Serial Number: | 77018394 | JILLIAN DEMPSEY | |
| Serial Number: | 77018412 | JILLIAN DEMPSEY | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (617)904-1775 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 617-413-8005 | | |
| Email: | dweinstein@gtclawgroup.com | | |
| Correspondent Name: | Donna Weinstein | | |
| Address Line 1: | 400 Blue Hill Drive, Suite 2 | | |
| Address Line 4: | Westwood, MASSACHUSETTS 02090 | | |
| NAME OF SUBMITTER: | Donna Weinstein | | |
| Signature: | /Donna Weinstein/ | | |

CH \$90.00 77018405

Date:

02/04/2008

Total Attachments: 1

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TRADEMARK ASSIGNMENT

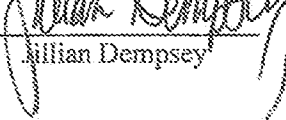
WHEREAS Jillian Dempsey, a citizen of the United States, ("Assignor"), owns the following trademarks and service marks (the "Marks") and applications to register same in the U.S. Patent and Trademark Office:

| <u>Mark</u> | <u>U.S. Serial No.</u> | <u>Int. Class</u> |
|-------------------------------|------------------------|-------------------|
| JILLIAN DEMPSEY | 77/018405 | 3 |
| JILLIAN DEMPSEY (stylized) | 77/018394 | 3 |
| JILLIAN DEMPSEY | 77/018412 | 44 |

And WHEREAS Bardeen Agency, Inc., a California corporation having a principal place of business at 661 Harper Avenue, Suite 201, Los Angeles, California 90048 ("Assignee"), is desirous of acquiring said Marks and applications to register same;

NOW THEREFORE, for good and valuable consideration, the receipt, sufficiency and adequacy of which are hereby acknowledged, Assignor does hereby assign, sell, and transfer unto Assignee, all of her right, title and interest in and to the Marks, together with (i) the entire business or portion thereof to which the Marks pertain, (ii) the applications to register the Marks, (iii) the goodwill of the business symbolized by and associated with the Marks and (iv) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringement or dilution of or damage or injury to the Marks or the registrations thereof or such associated goodwill. Assignor does further consent to the recordation of this Assignment with any governmental agency.

Date: 1/28/08

By: 
Jillian Dempsey