

TRADEMARK ASSIGNMENT

Electronic 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
Susan Belardino		07/10/2008	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Daretodo Ltd.
Street Address:	2 East Avenue
Internal Address:	Suite 209
City:	Larchmont
State/Country:	NEW YORK
Postal Code:	10538
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Serial Number:	77033303	PROSECCHINO
Serial Number:	77136676	ITALIAN STALLION
Serial Number:	77269006	ITALIAN STALLION
Serial Number:	77320142	ITALIAN STALLION
Serial Number:	77320157	ITALIAN STALLION
Serial Number:	77410523	ITALIAN STALLION
Serial Number:	77456767	ITALIAN STALLION
Serial Number:	77377727	PLUS ONE
Serial Number:	77377754	PLUS TWO
Serial Number:	77410514	MUSCLE
Serial Number:	77410581	CABERNETTE
Serial Number:	77414113	GRIGETTE
Serial Number:	77415124	GRIGINO

OP \$390.00 77033303

Serial Number:	77436031	DUE PASSI
Serial Number:	77444790	TWO STEP

CORRESPONDENCE DATA

Fax Number: (617)507-6585
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 617-504-0436
Email: hs1@mindspring.com
Correspondent Name: Heidi A. Schiller
Address Line 1: 197 Elm St.
Address Line 2: Suite 1730
Address Line 4: Northampton, MASSACHUSETTS 01060

ATTORNEY DOCKET NUMBER:	DARETODO ASSIGNMENT
NAME OF SUBMITTER:	Heidi A. Schiller
Signature:	/Heidi A. Schiller/
Date:	07/18/2008

Total Attachments: 5
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ASSIGNMENT

This agreement, effective this 10th day of July 2008 ("Effective Date") is by and between Susan Belardino, a U.S. citizen with a postal address of 2 East Avenue, Suite 209, Larchmont, NY 10538 (hereinafter "Assignor") and Daretodo Ltd., a corporation duly organized and existing under the laws of the State of New York having a principal place of business at 2 East Avenue, Suite 209, Larchmont, NY 10538 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks ITALIAN STALLION, PROSECCHINO, PLUS ONE, PLUS TWO, MUSCLE, CABERNETTE, GRIGETTE, GRIGINO, DUE PASSI, and TWO STEP ("Marks"), the business to which the Marks apply and the goodwill associated therewith;

WHEREAS, Assignee is desirous of purchasing all right, title and interest in and to that the portion of Assignor's ongoing business to which the Marks apply, together with the Marks and the goodwill associated therewith;

NOW THEREFORE in consideration of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, the parties agree as follows:

Assignor hereby sells, assigns, delivers and sets over to the entire right, title and interest of Assignor in and to that portion of Assignor's ongoing business to which the Marks related together with the Marks and the goodwill of such business and all registrations and applications therefor in the United States (as per the attached Schedule A) and all other countries (as per the attached Schedule B), including any renewals and extensions of the registrations that are or may

be secured under the laws of the United States and all other countries, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if the assignment and sale had not been made; together with all income, royalties or payments due or payable as of the Effective Date of this agreement or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed by their duly authorized representatives

Susan Belardino

DARETODO LTD

X *[Handwritten signature of Susan Belardino]*

By *[Handwritten signature]*
Title *President*
MARCO C. DIAZ

STATE OF *New York*

COUNTY OF *WESTCHESTER*

Before me this *10* day of *JULY*, 2008, personally appeared Susan Belardino known to me to be the persons whose name is subscribed to the foregoing Confirmatory Assignment of Trademarks and acknowledged that she executed the same as his and her free act and deed

NOTARY PUBLIC

[Handwritten signature of Maria E. Diaz]

MARIA E. DIAZ
Notary Public, State of New York
No. 01DI6063721
Qualified in Westchester County
Commission Expires *9-10-09*

My Commission Expires

QUINN HUBBARD
NOTARY PUBLIC - STATE OF NEW YORK
QUALIFIED PUBLIC OFFICER
NOTARY PUBLIC
100 W. 10th Street
CZ

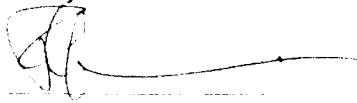
STATE OF New York

COUNTY OF Westchester

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Before me this (6) day of July, 2008, personally appeared Mark E. Brelvi and acknowledged to me that he is an officer of Daretoide Ltd., a party to the foregoing Confirmatory Assignment of Trademarks and that he executed the same as his free act and deed on behalf of said corporation.

NOTARY PUBLIC



My Commission Expires: 9/31/09

SCHEDULE A

U.S. TRADEMARK APPLICATIONS

PROSECCHINO – U.S. Serial No. 77/033303 filed October 31, 2006

ITALIAN STALLION – U.S. Serial No. 77/136676 filed March 21, 2007

ITALIAN STALLION – U.S. Serial No. 77/269006 filed August 31, 2007

ITALIAN STALLION – U.S. Serial No. 77/320142 filed November 2, 2007

ITALIAN STALLION – U.S. Serial No. 77/320157 filed November 2, 2007

ITALIAN STALLION – U.S. Serial No. 77/410523 filed March 1, 2008

ITALIAN STALLION – U.S. Serial No. 77/456767 filed April 24, 2008

PLUS ONE – U.S. Serial No. 77/377727 filed January 22, 2008

PLUS TWO – U.S. Serial No. 77/377754 filed January 22, 2008

MUSCLE – U.S. Serial No. 77/410514 filed March 1, 2008

CABERNETTE – U.S. Serial No. 77/410581 filed March 1, 2008

GRIGETTE – U.S. Serial No. 77/414113 filed March 5, 2008

GRIGINO – U.S. Serial No. 77/415124 filed March 5, 2008

DUE PASSI – U.S. Serial No. 77/436031 filed March 31, 2008

TWO STEP – U.S. Serial No. 77.444790 filed April 10, 2008

Schedule B

Foreign Trademark Applications and Registrations

PROSECCHINO – Australian App. No. 1,228,132 filed March 4, 2008

PROSECCHINO – Canadian App. No. 1,348,515 filed May 23, 2007

PROSECCHINO – German Reg. No. 307 28 149 issued April 27, 2007

PROSECCHINO – UK Reg. No. 2454002 issued April 27, 2017

ITALIAN STALLION – Australian App. No. 1182673 filed June 14, 2007

ITALIAN STALLION – Australian App. No. 1,227,680 filed March 3, 2008

ITALIAN STALLION – Canadian App. No. 1,348,514 filed May 23, 2007

ITALIAN STALLION – Canadian App. No. 1,358,255 filed February 28, 2008

ITALIAN STALLION – Canadian App. No. 1,393,347 filed April 29, 2008

ITALIAN STALLION – Canadian App. No. 1,383,348 filed April 29, 2008

ITALIAN STALLION – CTM Application No. 6712882 filed February 29, 2008

ITALIAN STALLION – Mexican App. No. 930490 filed April 29, 2008

ITALIAN STALLION – Mexican App. No. 930491 filed April 29, 2008

ITALIAN STALLION – Mexican App. No. 930492 filed April 29, 2008

ITALIAN STALLION – Mexican App. No. 930493 filed April 29, 2008