

**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>
Mr. Peter Perri		04/21/2009	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Aryval, LLC		
<b>Street Address:</b>	105 East San Antonia Ave		
<b>City:</b>	El Paso		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	79901		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3313670	BELISI	
Registration Number:	3262613	LUXURY WITH MEANING	
Registration Number:	3311148	SOPHISTICATED, CLASSIC, BEAUTIFUL	
Registration Number:	3550845	BELISIRX	
Registration Number:	3593381		
Serial Number:	77456399	BELISI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(561)626-1042		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	561-626-1011		
<b>Email:</b>	foevans3@yahoo.com		
<b>Correspondent Name:</b>	F. Owen Evans Esq.		
<b>Address Line 1:</b>	2000 PGA Blvd, STE 3200A		
<b>Address Line 4:</b>	Palm Beach Gardens, FLORIDA 33408		
<b>NAME OF SUBMITTER:</b>	F. Owen Evans III, Esq.		

**OP \$165.00 3313670**

Signature:	/F Owen Evans III/
Date:	06/29/2009
Total Attachments: 3 source=Belisi Fashions TM Assignment From PP To Aryval#page1.tif source=Belisi Fashions TM Assignment From PP To Aryval#page2.tif source=Belisi Fashions TM Assignment From PP To Aryval#page3.tif	

**ASSIGNMENT OF TRADEMARKS**

THIS ASSIGNMENT OF TRADEMARKS is made as of, April 21, 2009, by PETER PERRI (the "Assignee"), an individual with an address at 313 Barbados Drive, Jupiter, FL 33458 in favor of Aryval, LLC a Delaware limited liability company, whose principal place of business is 105 East San Antonio Avenue, El Paso, Texas 79901.

WITNESSETH:

WHEREAS, Assignor has adopted, used and is using the trademarks attached hereto on Exhibit "A" (collectively the "Marks");

WHEREAS, pursuant to an Operating Agreement dated April 21, 2009, between Assignor and Assignee, Assignor has sold, and Assignee has purchased, among other things, the Marks, and the applications and registrations of the Marks; and

WHEREAS, to better perfect the right, title and interest of assignment of the Marks, Assignor desires to deliver this Assignment of Trademarks.

NOW, THEREFORE:

1. Assignor does hereby grant and assign unto Assignee all of Assignor's right, title, and interest in, to and under the Marks, state, federal or foreign, common law or statutory, together with all goodwill associated with the Marks.
2. Assignor does hereby grant to Assignee all of Assignor's rights to sue for past infringement on the Marks.
3. Assignor does hereby grant to Assignee all of Assignor's right, title and interest in all registrations, and applications for registration, state, federal or foreign, of the Marks, whether pending or completed.
4. Assignor will, if requested by Assignee, cooperate in the correction and completion of any or all trademark assignment documents if reasonably necessary to further carry out this assignment.

This assignment is executed and effective as of the day and year first above written.



Peter Perri III

**Exhibit "A"**

<b><u>Description</u></b>	<b><u>Class</u></b>	<b><u>Registration Number</u></b>
BELISI	Handbags & Wallets	3313670
BELISI	Men's Clothing, Namely Neckties	2937892
LUXURY WITH MEANING	Wholesale Distributorship Services, Retail Store Services, and Online Retail Store Services Featuring Fashion Accessories, Clothing, Fragrances Cosmetics And Home Décor	3262613
BEAUTIFUL ME	Providing an interactive web blog via the Internet in the field of women's fashion, accessories, wine, dining, and home management; on-line publication of news reports and articles in the field of women's fashion, accessories, wine, dining and home management.	3509329
THE WORLD'S MOST PHOTOGRAPHED FASHION	Wholesale distributorship services and online retail store services featuring handbags.	3401580
THE WORLD'S MOST PHOTOGRAPHED HANDBAGS	Wholesale distributorship services and online retail store services featuring handbags.	3401515
SHARP BY DESIGN	Providing an on-line journal, namely, an interactive web blog in the field of men's fashion; On-line publication of newsletters, magazines, and articles in the field of men's fashion.	3373111
THE DIVA'S DREAMS	Providing an on-journal, namely, an interactive web blog in the field of women's fashion,	3359839

	accessories, wine, dining, and home management; on-line publication of articles in the field of women's fashion, accessories, wine, dining, and home management.	
✓ SOPHISTICATED, CLASSIC, BEAUTIFUL	Wholesale Distributorship Services, Retail Store Services, and Online Retail Store Services Featuring Fashion Accessories, Clothing, Fragrances Cosmetics And Home Décor	3311148

<u>Description</u>	<u>Class</u>	<u>Serial Number</u>	<u>Status</u>
BELISI – Madrid Protocol Filing	Handbags & Wallets	3313670	09.09.2008 - Date of receipt by the International Bureau  Status: Waiting for response  29.12.2008 - Time limit for reply
✓ B Pattern	Handbags & Wallets	77411322 <i>Ag. No. 3593381</i>	Notice of Allowance, Using Mark
B Stylized Mark	Handbags and wallets, Clothing, namely neckties and scarves	77227975	Published for Opposition, Using Mark. Wily Bogner has expressed opposition
✓ BELISI	Shoes	77456399	Notice of Allowance, Intent to Use
✓ BELISIRX	Cosmetics, namely, creams for skin care; face and body lotions.	77134902 <i>Ag. No. 3550845</i>	Notice of Allowance, Using Mark
TUSHUPS	Clothing namely, hosiery, lingerie and tights	77134911	Notice of Allowance, Intent to Use