

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
Therapy Too, Inc.		07/21/2009	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Sprinkles Cupcakes, Inc.		
Street Address:	9635 Little Santa Monica Blvd.		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2938800	SPRINKLES OF PALM BEACH	
Registration Number:	3004757	SPRINKLES PALM BEACH	
CORRESPONDENCE DATA			
Fax Number:	(650)493-6811		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	650-493-9300		
Email:	trademarks@wsgr.com, ckahn@wsgr.com, vbocek@wsgr.com		
Correspondent Name:	WILSON SONSINI GOODRICH & ROSATI		
Address Line 1:	650 Page Mill Road		
Address Line 4:	Palo Alto, CALIFORNIA 94304		
ATTORNEY DOCKET NUMBER:	32524-900		
NAME OF SUBMITTER:	Hollis Beth Hire		
Signature:	/Hollis Beth Hire/		
Date:	07/22/2009		

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Total Attachments: 1
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WHEREAS, Therapy Too, Inc., a Florida corporation located at 322 Valencia Rd., West Palm Beach, Florida 33401 ("Assignor"), has adopted and is using the following trademarks, and is the owner of the following United States Trademark Registrations at the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Application</u>	<u>Date of Registration</u>
SPRINKLES OF PALM BEACH	Reg. No. 2,938,800	April 5, 2005
SPRINKLES PALM BEACH and Design	Reg. No. 3,004,757	October 4, 2005

WHEREAS, Sprinkles Cupcakes, Inc., a Nevada Corporation located at located at 9635 Little Santa Monica Boulevard, Beverly Hills, CA 90210 ("Assignee"), desires to acquire the trademark and the listed Registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the trademarks and the listed Registrations together with the goodwill of the business symbolized by the trademarks and Registrations thereof.

Executed on July 21, 2009.

Therapy Too, Inc.

Donna Marks

Name: Donna Marks

Title: President, Owner