

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
Preferred Fragrance Inc.		10/29/2009	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Apra International LLC		
<b>Street Address:</b>	53 Lormier Street, Apt. 5B		
<b>City:</b>	Brooklyn		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11206		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77834965	TATTOOED BY INKY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)210-9444		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-210-9400		
<b>Email:</b>	ipnyc@alston.com		
<b>Correspondent Name:</b>	Alston & Bird LLP		
<b>Address Line 1:</b>	90 Park Avenue		
<b>Address Line 2:</b>	Attention: Adrienne Moran, Esq.		
<b>Address Line 4:</b>	New York, NEW YORK 10016		
<b>ATTORNEY DOCKET NUMBER:</b>	049191/379732		
<b>NAME OF SUBMITTER:</b>	Linda Marie Sanchez		
<b>Signature:</b>	/lms/		
<b>Date:</b>	11/18/2009		

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Total Attachments: 2

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WHEREAS, **Preferred Fragrance Inc.**, a New York Corporation with an office at 2 Skillman Street, Suite 202, Brooklyn, New York 11205 (hereinafter "Assignor") owns the TATTOOED BY INKY trademark filed on September 25, 2009 as U.S. Trademark Application Serial No. 77/834,965 (the "Trademark"); and

WHEREAS, **Apra International LLC.**, a limited liability company organized under the laws of the State of New York, with an office at 53 Lormier Street, Apt. 5B, Brooklyn, New York 11206 (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the Trademark together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with all rights of action accrued and to accrue under and by virtue hereof, including the right to sue and recover for past infringement of the Trademark;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee any and all right, title and interest in and to the Trademark together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with all rights of action accrued and to accrue under and by virtue hereof, including the right to sue and recover for past infringement of the Trademark;

Assignor agrees to execute and deliver at the request of the Assignee all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title and interest in and to the

the event such evidence is needed by the Assignee.

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed as  
of the 29 day of October 2009.

**PREFERRED FRAGRANCE INC.,**  
A New York corporation

By:   
Signature

Sarah Polatsek  
Printed Name:

\_\_\_\_\_  
Title: