

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Assignment from individual to corporate entity		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eliot Roberts		12/09/2009	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Fear No Fashion, Inc.		
Street Address:	28355 Industry Dr., Suite 418		
City:	Valencia		
State/Country:	CALIFORNIA		
Postal Code:	91355		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3232573	RENÉE OF HOLLYWOOD SINCE 1934	
CORRESPONDENCE DATA			
Fax Number:	(818)340-6772		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	818 704-0991		
Email:	ronparsonslaw@sbcglobal.net		
Correspondent Name:	Ronald S Parsons		
Address Line 1:	21800 Oxnard St Suite 840		
Address Line 4:	Woodland Hills, CALIFORNIA 91367		
NAME OF SUBMITTER:	Ronald S Parsons		
Signature:	/Ronald S Parsons/		
Date:	12/10/2009		

OP \$40.00 3232573

Total Attachments: 2
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**TRADEMARK
 REEL: 004112 FRAME: 0048**

TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter "Assignment") is by and between Eliot Roberts, an individual (hereinafter "Assignor") and Fear No Fashion, Inc., a California corporation (hereinafter "Assignee")

RECITALS

A. Assignor is the owner of the Trademark Renee of Hollywood Since 1934, in International Class 025, Serial Number 78712397, Registration Number 3232573 (hereinafter "Trademark").

B. Assignee is desirous of acquiring all right, title and interest in and to the Trademark.

C. Assignor is willing to assign to Assignee all rights, title and interest in Trademark, including any common law rights, trade name rights and rights to recover for past infringement, if any.

For good and adequate consideration, which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest as Assignor may possess in and to the following:

1. The Trademark, including any common law rights, trade name rights and rights to recover for past infringement, if any.

2. The goodwill symbolized by the Trademark and Registration, and any other value which the Trademark possesses.

3. Assignor hereby warrants and represents to Assignee as follows:

(a) Assignor is the sole legal and beneficial owner of one hundred percent (100%) interest in the Trademark.

(b) Assignor warrants that he has the full power to transfer his one hundred percent (100%) interest to Assignee.

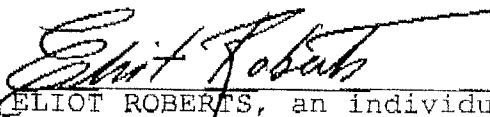
(c) To the best of Assignor's knowledge, the transfer of his one hundred percent (100%) interest in the Trademark will not conflict with, or violate any agreements or law to which Assignor is subject to.

4. This Assignment shall be binding on, and shall inure to the benefit of the parties to it and their respective heirs, legal representatives, successors, and assigns.

5. The Recitals set forth above are hereby incorporated into this Assignment.

Executed this 9th day of December 2009 at Valencia, California.

ASSIGNOR:


ELIOT ROBERTS, an individual

ASSIGNEE:

FEAR NO FASHION, INC.


By: ELIOT ROBERTS, President