

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
Frank H. Wright and Adam Eastwood		03/04/2010	PARTNERSHIP: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Lucky Scent Inc.		
Street Address:	317 N. La Brea Avenue		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90036		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	76457409	LUCKY SCENT	
Serial Number:	78752560	SCENT BAR	
CORRESPONDENCE DATA			
Fax Number:	(213)947-4948		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-557-1923		
Email:	jshofler@sblservices.com		
Correspondent Name:	Kent Seton		
Address Line 1:	8730 Wilshire Blvd., Ste 400		
Address Line 4:	Beverly Hills, CALIFORNIA 90211		
NAME OF SUBMITTER:	Kent Seton		
Signature:	/kent seton/		
Date:	03/16/2010		

OP \$65.00 76457409

Total Attachments: 4

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TRADEMARK ASSIGNMENT

This assignment ("Assignment"), effective 3/4/ 2010 ("Effective Date"), from Frank H. Wright and Adam Eastwood, individuals who were formerly partners in a now dissolved California General Partnership and formerly having its principal place of business at 317 N. La Brea Avenue, Los Angeles, California 90036 (hereinafter referred to as "Assignor") to Lucky Scent Inc., a Corporation organized and existing under the laws of California and having its principal place of business at 317 N. La Brea Avenue, Los Angeles, California 90036 (hereinafter referred to as "Assignee").

WITNESSETH:

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark properties described and claimed in Exhibit A attached hereto, and incorporated by reference herein (hereinafter collectively described as "Trademarks");

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to said Trademarks' properties, and Assignor desires to transfer its rights in said Trademarks' properties to Assignee;

RESOLVED, in consideration of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and deliver unto Assignee all right, title and interest in and to the Trademarks' registrations and applications for registration set forth on Exhibit A attached hereto, all goodwill of the business in connection with which said Trademarks are used and which is appurtenant thereto, and which is symbolized by said Trademarks, all income, royalties and damages hereafter due or payable to Assignor with respect to the Trademarks, including without limitation, damages and payments for past or future infringements and misappropriations of the Trademarks and all rights to sue for past, present and future infringements or misappropriations of the Trademarks.

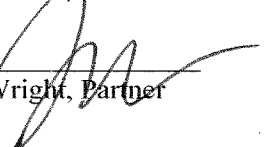
FURTHER RESOLVED, Assignor covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing or vesting in Assignee full right, title and interest in the Trademarks.

IN WITNESS WHEREOF, the parties have carefully reviewed this contract and agree to and accept its terms and conditions, and Assignor has duly executed under seal and delivered this Assignment, as of the Effective Date first written above.

General Partnership ("Assignor")

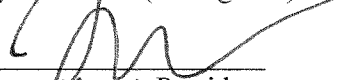
By: 
Adam Eastwood, Partner

3/4/2010
Date

By: 
Frank H. Wright, Partner

3/4/2010
Date

Lucky Scent Inc. ("Assignee")

By: 
Frank H. Wright, President

3/4/2010
Date

Exhibit A

Mark: Lucky Scent
Serial Number: 76457409
Registration Number: 2898650
Filing Date: 10/10/02
Registration Date: 11/02/04

Mark: Scent Bar
Serial Number: 78752560
Registration Number: 3201085
Filing Date: 11/11/05
Registration Date: 01/23/07

REY H VIQUEZ residing at 7162 BEVERLY BLVD. #300

Witness

Street Address

LOS ANGELES California
City

Guillermo Yanez residing at 7162 Beverly Blvd

Witness

Street Address

Los Angeles California
City