

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HORS LA MONDE CORP.		03/22/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Ms. Symine Salimpour		
Street Address:	26, Boulevard St. Germain		
City:	Paris		
State/Country:	FRANCE		
Postal Code:	75005		
Entity Type:	INDIVIDUAL: FRANCE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77184151	SHILOVE	
CORRESPONDENCE DATA			
Fax Number:	(310)231-8311		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(310) 312-3750		
Email:	skb@msk.com		
Correspondent Name:	Steve Bevins c/o Mitchell Silberberg		
Address Line 1:	11377 West Olympic Boulevard		
Address Line 4:	Los Angeles, CALIFORNIA 90064-1683		
ATTORNEY DOCKET NUMBER:	40035-00008		
DOMESTIC REPRESENTATIVE			
Name:	Evan M. Kent/Mitchell Silberberg & Knupp		
Address Line 1:	11377 West Olympic Boulevard		
Address Line 4:	Los Angeles, CALIFORNIA 90064-1683		

OP \$40.00 77184151

NAME OF SUBMITTER:	Lucy B. Arant, Attorney of Record
Signature:	/LBA012362/
Date:	04/07/2010
Total Attachments: 1 source=Shiloveassign#page1.tif	

ASSIGNMENT OF UNITED STATES TRADEMARKS

WHEREAS, HORS LA MONDE CORP., (a California Corporation), having its principal offices at 333 North Palm Drive, Suite 404, Beverly Hills, California 90210, has intended to use the following mark in commerce and has filed an application, now assigned as set forth below, indicating that intention, but has not yet filed an allegation of use under §§ 1(c) or 1(d) of The Trademark Act, and:

WHEREAS, applicant is assigning the mark set forth below as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. § 1060

TRADEMARKS	APPLN. NO.	DATE OF APPLICATION
SHILOVE	77/184,151	May 17, 2007

WHEREAS, SYMINE SALIMPOUR (hereinafter referred to as "SYMINE"), a citizen of France having her principal office at 26, Boulevard St. Germain, 75005 Paris, France, the successor of the ongoing and existing business [or portion thereof] of HORS LA MONDE CORP. to which the mark pertains, is desirous of acquiring said trademark and the pending intent-to-use application therefor;


NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, HORS LA MONDE CORP. does hereby assign to SYMINE all right, title and interest in and to said trademark and the application in the United States and throughout the world therefore, together with the goodwill of the business in connection with which said trademark will be used and which is symbolized by said trademark, along with the right to recover for damages and profits for past and future infringements thereof.


Assignor hereby covenants with assignee that it is the lawful owner of the rights in and to the works and of the above described rights relating thereto and that it has good right to sell and transfer the same to assignee.

HORS LA MONDE CORP.
Signed at Paris,
_____, this
22 day of March 2010

SYMINE SALIMPOUR
Signed at Paris,
_____, this
22 day of March, 2010

Name: Symine Salimpour

Symine Salimpour
Signature: 

Signature: 

Title: CEO