## 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
Daisy Fuentes		04/12/2010	INDIVIDUAL: UNITED STATES

### **RECEIVING PARTY DATA**

Name:	DAFU Licensing, Inc.	
Street Address:	11766 Wilshire Boulevard, No. 1610	
City:	Los Angeles	
State/Country:	CALIFORNIA	
Postal Code:	90025	
Entity Type:	CORPORATION: CALIFORNIA	

### PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3230497	DAISY FUENTES
Registration Number:	2979680	DAISY FUENTES
Registration Number:	3044474	DAISY FUENTES
Registration Number:	2979678	DAISY FUENTES
Registration Number:	3129080	DF
Registration Number:	3375896	DF DAISY FUENTES
Registration Number:	2979684	DF DAISY FUENTES
Registration Number:	3255046	DF DAISY FUENTES

### CORRESPONDENCE DATA

Fax Number: (310)586-0564

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 3105867700

Email: latm2@gtlaw.com

Correspondent Name: Susan L. Heller

Address Line 1: 2450 Colorado Ave, Suite 400E

TRADEMARK REEL: 004189 FRAME: 0738 3230497

CH \$215.00

900160152

Address Line 4: Santa Monica, CALIFORNIA 90404		
ATTORNEY DOCKET NUMBER:	072793-010100	
NAME OF SUBMITTER:	Susan L. Heller	
Signature:	/slh/gl/	
Date:	04/21/2010	
Total Attachments: 4 source=tmassign#page1.tif source=tmassign#page2.tif source=tmassign#page3.tif source=tmassign#page4.tif		

TRADEMARK REEL: 004189 FRAME: 0739

### TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is made by and between Daisy Fuentes, a U.S. citizen located at c/o Shelter Entertainment, Inc., 9255 Sunset Boulevard, Suite 500, Los Angeles, California 90069 (hereinafter referred to as "Assignor"), and DAFU Licensing, Inc., a California corporation located at 11766 Wilshire Boulevard, #1610, Los Angeles, California 90025 (hereinafter referred to as "Assignee"), and is effective as of the last date indicated below (the "Effective Date").

WHEREAS, Assignor is the owner of the trademarks identified in Schedule A below (the "Marks");

WHEREAS, Assignor is the owner of the U.S. registrations identified in Schedule B below (the "Registrations");

WHEREAS, Assignee is desirous of acquiring all Assignor's right, title, and interest in and to the Marks and Registrations;

WHEREAS, Assignor is willing to assign to Assignee all Assignor's right, title, and interest in and to the Marks and Registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all Assignor's right, title, and interest in and to the Marks and Registrations, together with the goodwill of the business symbolized by the Marks and Registrations, and all rights to damages and profits, due or accrued, arising out of past infringements of said Marks and Registrations, and the right to sue for and recover the same.

Assignor shall promptly, upon the request of Assignee, execute such other documents and/or instruments of assignment, transfer and conveyance as Assignee may reasonably request to permit Assignee to record the assignment made by this instrument or any other documents Assignee may reasonably deem necessary or advisable to effectuate the terms and intent of this Trademark Assignment.

IN WITNESS WHEREOF, Assignor and Assignee have each executed this Assignment, which is effective as of the last date indicated below.

# By: Date: 4/12/10 STATE OF ) ss. COUNTY OF ) ss. On \_\_\_\_\_\_, before me, \_\_\_\_\_\_, personally appeared Daisy Fuentes personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument. WITNESS my hand and official seal. [SEAL]

TRADEMARK ASSIGNMENT

DAFU LICENSING, INC.		
By: Name: DAISY Title: Pres	Fuentes 2.	Date: 4//.2//0
STATE OF	) ) ss.	
COUNTY OF	)	
On	, before me,	ne (or proved to me on the basis of satisfacto
that he executed the same	whose name is subscribed in his authorized capacit	d to the within instrument, and acknowledged to nation that by his signature on the instrument that detection is the instrument.
WITNESS my har	nd and official seal.	
[SEAL]		Signature

TRADEMARK ASSIGNMENT

# SCHEDULE A

Trademarks

DAISY FUENTES

DF

df daisy fuentes

TRADEMARK ASSIGNMENT

TRADEMARK REEL: 004189 FRAME: 0742

# SCHEDULE B

# U.S. Registrations

Mark	Reg. No.	Class	Goods
DAISY FUENTES	3,230,497	3	Cosmetics, perfume, cologne, eau de toilette, skin cream, body cream, hand cream, skin lotion, body lotions, skin moisturizers, skin emollient, skin clarifiers, skin cleansing creams, skin cleansing lotions, skin toners, soaps, sun tanning preparations, sun tan lotion
DAISY FUENTES	2,979,680	14	Jewelry, watches and clocks
DAISY FUENTES	3,044,474	18	Handbags, purses, tote bags, cosmetic and hair accessory pouches sold empty, wallets, key cases, luggage, umbrellas
DAISY FUENTES	2,979,678	25	Clothing, namely, pants, jeans, shorts, skirts, dresses, shirts, blouses, t-shirts, sweaters, jackets, coats, sweatsuits, sweatshirts, sweatpants, jogging suits, body suits, running shorts, running pants; intimate apprarel, namely bras, underwear, negligees, teddies and nightgowns; leotards, tights, socks, belts, shoes and footwear; headwear, namely, caps and hats, headbands
DF	3,129,080	18	Handbags, purses, tote bags, cosmetic and hair accessory pouches sold empty, wallets, key cases, luggage, umbrellas
df dosy fuertes	3,375,896	14	Jewelry, watches and clocks
df dosy fuentes	2,979,684	18	Handbags, purses, tote bags, cosmetic and hair accessory pouches sold empty, wallets, key cases, luggage, umbrellas
df dssy fventer	3,255,046	25	Clothing, namely, pants, jeans, shorts, skirts, dresses, shirts, blouses, t-shirts, sweaters, jackets, coats, sweatsuits, sweatshirts, sweatpants, jogging suits, body suits, running shorts, running pants; intimate apparel, namely, bras, underwear, negligees, teddies and nightgowns; leotards, tights, socks, belts, shoes and footwear; headwear, namely, caps and hats, headbands

TRADEMARK ASSIGNMENT

TRADEMARK
REEL: 004189 FRAME: 0743

**RECORDED: 04/21/2010**