

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
|---------------|----------|----------------|---------------------------|
| 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

900160152

**TRADEMARK
 REEL: 004189 FRAME: 0738**

CH \$215.00 3230497

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
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SCHEDULE A

Trademarks

DAISY FUENTES

DF






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 apparel, 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 |
|  | 3,375,896 | 14 | Jewelry, watches and clocks |
|  | 2,979,684 | 18 | Handbags, purses, tote bags, cosmetic and hair accessory pouches sold empty, wallets, key cases, luggage, umbrellas |
|  | 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 |

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