

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															
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Name</th> <th style="width:30%;">Formerly</th> <th style="width:15%;">Execution Date</th> <th style="width:25%;">Entity Type</th> </tr> </thead> <tbody> <tr> <td>William J. Lauto</td> <td></td> <td>05/07/2010</td> <td>INDIVIDUAL: UNITED STATES</td> </tr> <tr> <td>B and B Ventures Inc.</td> <td></td> <td>05/07/2010</td> <td>CORPORATION: NEW YORK</td> </tr> </tbody> </table>		Name	Formerly	Execution Date	Entity Type	William J. Lauto		05/07/2010	INDIVIDUAL: UNITED STATES	B and B Ventures Inc.		05/07/2010	CORPORATION: NEW YORK		
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Fax Number: (314)480-1505 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 314-480-1500 Email: jacie.steinkamp@huschblackwell.com Correspondent Name: Alan S. Nemes Address Line 1: 190 Carondelet Plaza Address Line 2: Suite 600 Address Line 4: St. Louis, MISSOURI 63105															
ATTORNEY DOCKET NUMBER:	61145.217														
NAME OF SUBMITTER:	Alan S. Nemes														
Signature:	/Alan S. Nemes/														

OP \$40.00 1395845

Date:

05/07/2010

Total Attachments: 1

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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment") is entered into as of May 7, 2010, by and among William J. Lauto d/b/a B and B Ventures, Incorporated and B and B Ventures Inc., both having an address of P. O. Box 8102 Hicksville, NY 11802, (collectively "Assignor"), and Miss Matched, Inc., a Delaware Corporation, having an address at 307 7th Ave., Ste 501, New York, NY 10001, ("Assignee").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the mark MISMATCH and U.S. registration number 1,395,845 therefor (the "Mark");

WHEREAS, Assignor and Assignee have entered into a settlement agreement, dated contemporaneously herewith ("Settlement Agreement"), in which Assignor has agreed to transfer title in and to the Mark to Assignee;

WHEREAS, Assignor therefore wishes to assign the entire rights, title and interest in and to the Mark and the goodwill associated therewith to Assignee, and Assignee desires to assume the Mark and the goodwill associated therewith;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignor hereby transfers and assigns to Assignee its entire right, title and interest in and to the Mark, together with the goodwill associated therewith, including without limitation the right to sue for past infringement and all registrations and applications therefor, including U.S. registration number 1,395,845.

2. This Assignment shall inure to the benefit of, and be binding upon the parties, their successors and assigns.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the day and year above.

ASSIGNOR:
WILLIAM J. LAUTO D/B/A
B AND B VENTURES, INCORPORATED
By: William J. Lauto
Name: William J. Lauto
Title: President

ASSIGNEE:
MISS MATCHED, INC.
By: [Signature]
Name: Jonah Staw
Title: CEO

ASSIGNOR:
B AND B VENTURES INC.
By: William J. Lauto
Name: William J. Lauto
Title: President