

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MS. SARA ARNELL		06/25/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	SHIFT BY ARNELL LLC		
Composed Of:	COMPOSED OF MEMBER-PETER ARNELL		
Street Address:	P.O. BOX 826		
City:	KATONAH		
State/Country:	NEW YORK		
Postal Code:	10536		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85002697	LITTLE CHANGES CAN MAKE A BIG DIFFERENCE	
CORRESPONDENCE DATA			
Fax Number:	(212)343-5730		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-343-5775		
Email:	MLOECHER@ARNELL.COM		
Correspondent Name:	MURRAY M. LOECHER		
Address Line 1:	7 WORLD TRADE CENTER		
Address Line 2:	36TH FLOOR		
Address Line 4:	NEW YORK, NEW YORK 10007		
ATTORNEY DOCKET NUMBER:	LITTLE CHANGES-SARA ARNEL		
NAME OF SUBMITTER:	MURRAY M. LOECHER		
Signature:	/MURRAY M. LOECHER/		

OP \$40.00 85002697

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**TRADEMARK
 REEL: 004233 FRAME: 0317**

Date:

06/29/2010

Total Attachments: 1

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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of June 25, 2010 from SARA ARNELL ("ASSIGNOR"), To SHIFT BY ARNELL, LLC ("ASSIGNEE"):

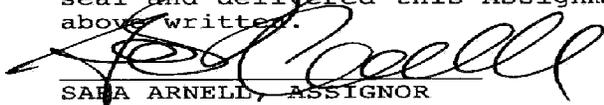
WHEREAS, ASSIGNOR is the applicant/owner of the trademark described as "LITTLE CHANGES CAN MAKE A BIG DIFFERENCE" (the Mark") Serial number 85002697, filed with the U.S. Patent and Trademark Office on March 31, 2010 together with the goodwill attaching thereto, and

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Mark and the goodwill attaching thereto.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark together with the goodwill attaching thereto

ASSIGNOR further covenants that it will execute all document, 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 Mark.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.


SARA ARNELL, ASSIGNOR

ACKNOWLEDGEMENT

State Of NEW YORK)
County of NEW YORK) SS:

On the 25TH day of JUNE, 2010, before me the undersigned, personally appeared SARA ARNELL personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her capacity and that by her signature on the instrument, the individual or the person upon behalf of which the individual acted executed the instrument and that such individual made such appearance before the undersigned in the State of New York, County of



MURRAY M. LOECHER
Notary Public, State of New York
No. 02104007705
Qualified in New York County
Commission Expires Sept. 14, 2013