

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			
Name	Formerly	Execution Date	Entity Type
Dolce Creme, Ltd.		06/29/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Kelly Pioneer Group, LLC		
Street Address:	600 Pennsylvania Avenue, NW		
Internal Address:	Suite 900		
City:	Washington		
State/Country:	DISTRICT OF COLUMBIA		
Postal Code:	20004		
Entity Type:	LIMITED LIABILITY COMPANY: DISTRICT OF COLUMBIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77820365	MORE FLAVORS. MORE FUN.	
CORRESPONDENCE DATA			
Fax Number:	(202)420-2201		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	wades@dicksteinshapiro.com		
Correspondent Name:	Stephanie K. Wade		
Address Line 1:	1825 Eye Street NW		
Address Line 2:	Dickstein Shapiro LLP		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20003		
ATTORNEY DOCKET NUMBER:	B1199.1176		
NAME OF SUBMITTER:	Stephanie K. Wade		
Signature:	/Stephanie K. Wade/		
Date:	07/06/2010		

OP \$40.00 77820365

Total Attachments: 3

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ASSIGNMENT
(U.S. Trademark)

THIS ASSIGNMENT, made effective as of the date first executed below, by and between Dolce Crème, Ltd., a California corporation, having its principal place of business at 200 N. Huntington Drive, Suite 220, Los Angeles, California 91801, its subsidiaries and affiliates (hereinafter "Assignor") and Kelly Pioneer Group, LLC, a District of Columbia limited liability company, having its principal place of business at 600 Pennsylvania Avenue, NW, Suite 900, Washington, DC 20004 (hereinafter "Assignee"), witnesseth:

WHEREAS, Assignor is the sole and rightful owner of the Mark set forth on Schedule A hereto (herein referred to as the "Mark"), whether in word, logo, design, or other form, and including any goodwill associated therewith, and any and all other registrations for and applications to register the foregoing worldwide; and

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign and transfer to the Assignee the entire right, title and interest in and to the Mark, the application for registration of said Mark set forth in Schedule A hereto, and any and all other registrations for and applications to register the Mark worldwide, together with the goodwill of the business symbolized by the Mark, and all other rights which Assignor has enjoyed thereunder, including any and all rights of recovery based on past infringement of said Mark, the same to be held and enjoyed by the Assignee, its successors and assigns, forever and to the full end of the terms for which the aforesaid Mark is registered and any renewals of the terms thereof.

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DSMDB-2791645v1

ASSIGNOR:

Signed at Los Angeles, this 23rd day of June 2010.

DOLCE CRÈME, LLC

By: 

Name: T. Williams

Title: President

ASSIGNEE:

Signed at Virginia, this 29th day of June 2010.

KELLY PIONEER GROUP, LLC

By: 

Name: Frank A. Kelly

Title: President

SCHEDULE A

<u>Trade Mark</u>	<u>Class</u>	<u>Application No.</u>	<u>Application Date</u>	<u>Registration No.</u>	<u>Registration Date</u>
MORE FLAVORS. MORE FUN.	30	77/820,365	9/4/2009		