

TRADEMARK ASSIGNMENT

Electronic 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
Studio USA, LLC		08/05/2010	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Fusion Brands International SRL		
Street Address:	Durants		
Internal Address:	Durants Business Centre, Suite B		
City:	Christ Church		
State/Country:	BARBADOS		
Postal Code:	BB17097		
Entity Type:	COMPANY: BARBADOS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3794067	SOFT CORP	
Registration Number:	3596616	MEMOIRE LIQUIDE	
CORRESPONDENCE DATA			
Fax Number:	(212)575-0671		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 790 9200		
Email:	trademark@cll.com,jss@cll.com		
Correspondent Name:	Jane Shih		
Address Line 1:	1133 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	26094.091/JSS/LMG		
DOMESTIC REPRESENTATIVE			

OP \$65.00 3794067

Name: Jane Shih
Address Line 1: 1133 Avenue of the Americas
Address Line 4: New York, NEW YORK 10036

NAME OF SUBMITTER:

Jane Shih

Signature:

/Jane Shih/

Date:

08/09/2010

Total Attachments: 3

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TRADEMARK ASSIGNMENT

ASSIGNMENT made this 5th day of August, 2010, by and between Studio USA, LLC (“Assignor”), a California limited liability company with its principal place of business in care of Intermix Capital Partners, LLC, 12400 Wilshire Blvd., Suite 1100, Los Angeles, CA 90025, to Fusion Brands International SRL (“Assignee”), a Barbados company with its principal place of business at Dayrells Court Business Centre, Ground Fl, Dayrells Road, Christ Church, BB14030, Barbados.

WHEREAS, Assignor owns and is using the federally-registered trademarks set forth below (the “Trademarks”):

MARK	COUNTRY	REGISTRATION NO.
MEMOIRE LIQUIDE	U.S.	3,596,616
SOFT CORP	U.S.	3,794,067

WHEREAS, Assignee wishes to acquire all of Assignor’s right, title and interest in and to the Trademarks, together with the goodwill of the business associated therewith, as well as the registration therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor assigns, transfers and conveys unto Assignee all its right, title, and interest in and to the Trademarks, whether statutory or at common law, together with the goodwill symbolized by the Trademarks, and the right to sue for, collect, and retain all damages and profits and all other remedies for past infringements thereof.

This Assignment shall be binding on the parties, their successors, and/or assigns and all others acting by, through, with, or under their direction, and all those in privity therewith.

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IN WITNESS WHEREOF, the parties hereto have entered into and signed this Trademark Assignment as of the date indicated.

ASSIGNOR: STUDIO USA, LLC

Dated: August 5, 2010

By: Mr. Charles Perez

Name: Charles Perez

Title: Manager

ASSIGNEE: FUSION BRANDS
INTERNATIONAL SRL

Dated: August 5, 2010

By: _____

Name: _____

Title: _____

IN WITNESS WHEREOF, the parties hereto have entered into and signed this Trademark Assignment as of the date indicated.

ASSIGNOR: STUDIO USA, LLC

Dated: August 5, 2010

By: _____

Name: _____

Title: _____

ASSIGNEE: FUSION BRANDS
INTERNATIONAL SRL

Dated: August 5, 2010

By:  _____

Name: LIZA HARIDYAL-SODHA

Title: MANAGER