

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
ESAD, LLC		07/01/2010	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Taryn Rose Holding LLC		
Street Address:	4300 East Fifth Avenue		
City:	Columbus		
State/Country:	OHIO		
Postal Code:	43219		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	77485254	HAUTE FOOTURE	
Serial Number:	77485261	HAUTE FOOTURE	
Serial Number:	77485265	HAUTE FOOTURE	
Serial Number:	85065720	HIGH HEEL POWER	
Serial Number:	85065732	HIGH HEEL POWER	
Serial Number:	85065738	HIGH HEEL POWER	
CORRESPONDENCE DATA			
Fax Number:	(513)241-6234		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	513-241-2324		
Email:	tremaklus@whepatent.com		
Correspondent Name:	Theodore R. Remaklus		
Address Line 1:	441 Vine Street		
Address Line 2:	2700 Carew Tower		
Address Line 4:	Cincinnati, OHIO 45202		

OP \$165.00 77485254

TRADEMARK

ATTORNEY DOCKET NUMBER:	TRH-01 / 122
NAME OF SUBMITTER:	Theodore R. Remaklus
Signature:	/theodore r remaklus/
Date:	08/12/2010
Total Attachments: 2 source=Trademark Assignment (ESAD to TRH)#page1.tif source=Trademark Assignment (ESAD to TRH)#page2.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment is made and entered into as of this 1st day of July, 2010 by ESAD, LLC, a limited liability company organized and existing under the laws of the State of California and having a place of business at 215 S. Bedford Drive, Beverly Hills, California 90212 (hereinafter "Assignor"), in favor of Taryn Rose Holding LLC, a limited liability company organized and existing under the laws of the State of Delaware and having a place of business at 4300 East Fifth Avenue, Columbus, Ohio 43219 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of the marks set out on Exhibit A hereto (hereinafter the "Marks") and filed the applications identified on Exhibit A hereto based on a bona fide intention to use the marks in interstate commerce; and

WHEREAS, Assignor is currently using those Marks identified on Exhibit A hereto for which a certificate of registration has issued, but has not yet filed a statement of use under Section 1(c) or 1(d) of the Trademark Act for those Marks identified on Exhibit A for which a certificate of registration has not yet issued; and

WHEREAS, Assignee is a successor to Assignor of that portion of Assignor's business to which the Marks pertain in accordance with 15 U.S.C. §1060,

NOW, THEREFORE, for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee its entire right, title, and interest in and to the Marks and/or the applications for the Marks, together with the goodwill of the business symbolized by the Marks and the applications/registrations/ thereof, as well as Assignor's portion of the business to which the Marks pertain, and all other rights which Assignor has enjoyed thereunder in the United States, including any and all rights of recovery based on past infringement of said Marks and applications/registrations therefor, the same to be held and enjoyed by Assignee, its successors and assigns.

ESAD, LLC

By: Taryn Rose

Title: President

Date: 8/4/10

TARYN ROSE HOLDING LLC

By: Bert E. Krum

Title: V.P.

Date: 7/1/10

EXHIBIT A

<u>MARK</u>	<u>SERIAL NO.</u>	<u>REG. NO.</u>
HAUTE FOOTURE	77/485,254	
HAUTE FOOTURE	77/485,261	
HAUTE FOOTURE	77/485,265	
IN HER SOLE	77/676,787	
IN HER SOLE	77/676,790	
IN HER SOLE	77/676,792	
BONES AND ROSES	77/682,930	3,776,061
HIGH HEEL POWER	85/065,720	
HIGH HEEL POWER	85/065,732	
HIGH HEEL POWER	85/065,738	