

TRADEMARK ASSIGNMENT

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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
Londell McMillan		04/29/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Raje Shwari Parmar		
Street Address:	230 N. Maple Ave.		
Internal Address:	Suite 294		
City:	Marlton		
State/Country:	NEW JERSEY		
Postal Code:	08053		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77768891	BOLLYHOOD	
Serial Number:	77768885	BOLLYHOOD	
CORRESPONDENCE DATA			
Fax Number:	(215)754-4368		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4847444254		
Email:	contacthiddenjewel@gmail.com		
Correspondent Name:	Raje Shwari Parmar		
Address Line 1:	230 N. Maple Ave.		
Address Line 2:	#294		
Address Line 4:	Marlton, NEW JERSEY 08053		
NAME OF SUBMITTER:	Raje Shwari Parmar		
Signature:	/Raje Shwari Parmar/		

OP \$65.00 77768891

Date:

11/08/2010

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, made as of the ____ day of March, 2010, from L. Londell McMillan (hereinafter referred to as "Assignor"), to Raje Shwari Parmar (hereinafter referred to as "Assignee").

WHEREAS, Assignor has registered the U.S. trademark application identified in Schedule A attached hereto (hereinafter collectively, the "Trademark"); and

WHEREAS, Assignee is desirous of acquiring the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, transfer, convey and assign unto Assignee Assignor's entire right, title and interest in and to the Trademark, in the United States and all appropriate jurisdictions, if any, outside the United States, together with the goodwill of the business appurtenant thereto and which is symbolized thereby, and the right to renew the trademark registration, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives to be used as fully and entirely as said rights would have been held and enjoyed by Assignor had this assignment and sale not been made.

Assignor hereby authorizes the Commissioner of Patents and Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and/or the appropriate empowered officials in relevant jurisdictions outside the United States to transfer all registrations for the Trademark to Assignee as assignee of the entire right, title and interest therein or otherwise as Assignee may direct, in accordance with this instrument of assignment, and to issue to Assignee all registrations which may issue with respect to any applications for a trademark or service mark included in the Trademark, in accordance with this Trademark Assignment.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed by its proper officer thereunto duly authorized as of the date first above written.

ASSIGNOR:

L. Londell McMillan

Name: _____

Title: Pres. - The NorthStar Group

ASSIGNEE

Raje Shwari Parmar

Name: _____

Title: Holder Jewel LLC

STATE OF NY }

COUNTY OF NY }

} ss:

Before me, the undersigned, a Notary Public of the State of New York, L. Londell McMillan, personally appeared _____, having been sworn by me according to law did depose and say he was the registrant of record of the Trademark (the "Assignor") and did acknowledge the execution of the foregoing Trademark Assignment on behalf of said Assignor.

WITNESS my hand and notarial seal this 29 day of April, 2010.

Alisa A. Howell
Notary Public

ALISA A. HOWELL
Notary Public, State of New York
No. 01H08204444
Qualified in Queens County
Certificate Filed in New York County
Commission Expires Apr. 23, 2012

Schedule A

<u>Trademark</u>	<u>U.S. Application Serial No.</u>	<u>Filing Date</u>
BOLLYHOOD	77/768891	6/26/2009
BOLLYHOOD	77/768885	6/26/2009