

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
Lisa Ashley L.A. Teens LLC		10/25/2010	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Lisa Ashley, Inc.
Street Address:	2787 Autumn Ridge Drive
City:	Thousand Oaks
State/Country:	CALIFORNIA
Postal Code:	91362
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	77824225	LISA ASHLEY L.A. GIRLFRIEND

CORRESPONDENCE DATA

Fax Number: (619)696-9843
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (619) 696-9797
 Email: dmvsurf@cox.net
 Correspondent Name: Douglas M. Vickery, Esq
 Address Line 1: 401 West A Street, Suite 1400
 Address Line 4: San Diego, CALIFORNIA 92101

NAME OF SUBMITTER:	Douglas M. Vickery, Esq., Attorney of Re
Signature:	/s/
Date:	11/09/2010

Total Attachments: 2

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**TRADEMARK
 REEL: 004411 FRAME: 0728**

OP \$40.00 77824225

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ASSIGNMENT

WHEREAS, Lisa Ashley L.A. Teens LLC, a Delaware limited liability company, having an address of 2787 Autumn Ridge Drive, Thousand Oaks, CA 91362 (hereinafter "Assignor") has adopted, owns and is using the mark LISA ASHLEY L.A. GRILFRIEND ("Mark") in connection with the following goods:

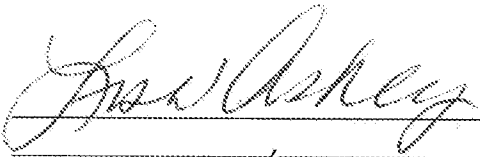
Skin cleanser, skin moisturizer, non-medicated skin blemish treatment cream and tinted lip balm in class 003.

WHEREAS, Assignor is the owner of serial number 77/824225 in the United States Patent and Trademark Office in connection with the Mark for the above-described goods, filed on September 10, 2009; and

WHEREAS, Lisa Ashley, Inc., a California corporation having an address of 2787 Autumn Ridge Drive, Thousand Oaks, CA 91362 ("Assignee") desires to acquire the Mark and the above-mentioned application.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the above-mentioned application.

Dated effective as of: Oct 25, 2010 By:



State of California

County of LOS ANGELES

On OCTOBER 25, 2010 before me,

(here insert name of title of the officer) GABRIEL A. ALBARIAN JR, NOTARY PUBLIC

personally appeared LISA ASHLEY, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) ~~is~~ are subscribed to the within instrument and acknowledged to me that he/~~she~~/they executed the same in his/~~her~~/their authorized capacity(ies), and that by his/~~her~~/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Gabriel A. Albanian Jr. (Seal)

