

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Francine Davis Ballard		11/18/2010	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Designer Social, LLC		
<b>Street Address:</b>	5527 Atlanta Street		
<b>City:</b>	New Orleans		
<b>State/Country:</b>	LOUISIANA		
<b>Postal Code:</b>	70115		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: LOUISIANA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77734446	DESIGNERSOCIAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(504)569-7001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(504) 569-7000		
<b>Email:</b>	mbreaux@millinglaw.com		
<b>Correspondent Name:</b>	Marie Breaux		
<b>Address Line 1:</b>	909 Poydras Street		
<b>Address Line 2:</b>	Suite 2300		
<b>Address Line 4:</b>	New Orleans, LOUISIANA 70112		
<b>ATTORNEY DOCKET NUMBER:</b>	86299		
<b>NAME OF SUBMITTER:</b>	Marie Breaux, atty of record, LA bar mbr		
<b>Signature:</b>	/MBreaux/		
<b>Date:</b>	11/18/2010		

OP \$40.00 77734446

900175783

**TRADEMARK**  
 REEL: 004418 FRAME: 0169

Total Attachments: 1  
source=Assignment#page1.tif

ASSIGNMENT

This Assignment is made effective as of October 5, 2010 from Francine Davis Ballard ("Assignor"), an individual domiciled in the State of Louisiana, to Designer Social, LLC, a Louisiana limited liability company:

WHEREAS Assignor has adopted, used, and is using the mark "designersocial" which is the subject of Trademark Application U.S. Serial No. 77/734446 (the "Application") and is the owner of other intellectual property including the website domain name *designersocial.com* (collectively, the "Trademark and Other IP"); and

WHEREAS Assignor desires to transfer to Assignee all of her rights, title, and interest in and to the Trademark and Other IP and Assignee desires to acquire said Trademark and Other IP;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Trademark and Other IP, together with the goodwill of the business(es) symbolized by the mark, and the above-identified Application;

Assignor further covenants that she will execute all documents and take any other actions that may be necessary for vesting in Assignee full right, title, and interest in the Trademark and Other IP.

Date: 16 Nov 2010

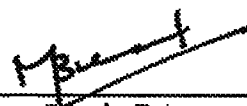
  
\_\_\_\_\_  
Francine Davis Ballard

ACKNOWLEDGEMENT

STATE OF LOUISIANA  
PARISH OF ORLEANS

On this the 16<sup>th</sup> day of November 2010, before me, Notary Public duly authorized in and for the State and Parish listed above, personally appeared FRANCINE DAVIS BALLARD, known to me to be the Assignor named above, and acknowledged this instrument as her own free and voluntary act.

  
\_\_\_\_\_  
Francine Davis Ballard

  
\_\_\_\_\_  
Marie Breau  
Notary Public  
Notary I.D. No. 5141  
My Commission is for life.

DOC 308031