

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
Kimberly Kardashian		12/17/2010	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Kimsaprincess, Inc.
Street Address:	c/o 16027 Ventura Blvd., Suite 600
City:	Encino
State/Country:	CALIFORNIA
Postal Code:	91436
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Serial Number:	77756884	DASH
Serial Number:	77289347	DASHING
Serial Number:	85175531	DASHING
Serial Number:	77647942	DASHING BY KIM KARDASHIAN
Serial Number:	85141002	KALEIDOSCOPE BY KIM KARDASHIAN
Serial Number:	77112928	KIM KARDASHIAN
Serial Number:	77112998	KIM KARDASHIAN
Serial Number:	77115855	KIM KARDASHIAN
Registration Number:	3371751	KIM KARDASHIAN
Serial Number:	77964649	KK
Serial Number:	77964312	KK KIM KARDASHIAN

CORRESPONDENCE DATA

Fax Number: (702)949-8398
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

900179153

**TRADEMARK
 REEL: 004436 FRAME: 0116**

CH \$290.00 77756884

Phone: (702) 949-8200
Email: TRADEMARKS2-LASVEGAS@LRLAW.COM
Correspondent Name: Jennifer K. Craft
Address Line 1: 3993 Howard Hughes Parkway, Suite 600
Address Line 4: Las Vegas, NEVADA 89169

ATTORNEY DOCKET NUMBER:	52034.00001 KIMSAPRINCES
NAME OF SUBMITTER:	Jennifer K. Craft
Signature:	/Jennifer K. Craft/
Date:	12/17/2010
Total Attachments: 1 source=Executed Assignment from Kim to Kimsaprincess#page1.tif	

ASSIGNMENT

This assignment ("Assignment") is entered into as of the Effective Date between Kimberly Kardashian, a U.S. individual, ("Assignor") and Kimsaprincess, Inc., a California corporation ("Assignee" and together with Assignor, "Parties").

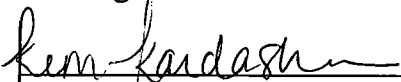
In consideration of the covenants, representations and warranties set forth herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree to the following:

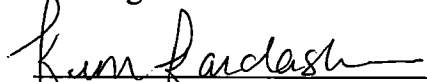
Assignor hereby assigns, transfers and conveys to Assignee, and Assignee does hereby accept the assignment, transfer and conveyance of, all of Assignor's entire right, title, and interest in and to the marks: **DASH, DASHING, DASHING BY KIM KARDASHIAN, KALEIDOSCOPE BY KIM KARDASHIAN, KIM KARDASHIAN, KIMBERLY KARDASHIAN, KIMSAPRINCESS, KK and KK KIM KARDASHIAN** and any stylizations, designs or the like associated with the foregoing, including, without limitation, the U.S. Applications and Registrations assigned Serial Numbers and Registration Numbers: **77/756884, 77/289347, 85/175531, 77/647942, 85/141002, 77/112928, 77/112998, 77/115855, 3,371,751, 77/964649; 77/964312**, Canadian Application Numbers: **1419811 and 1419818**, Australian Registration Numbers: **1272981, 1272978, 1272980**, European Community Application Numbers: **7439052, 7439094 and 7439061**, Japanese Registration Numbers: **5246356, 5363037 and 5363036**, Mexican Application Numbers: **975197, 975195 and 975198**, and any other foreign trademark applications and registrations, U.S. federal trademark applications and registrations, state trademark applications and registrations and common law rights therein, and goodwill associated with and symbolized thereby and, in accordance with 15 U.S.C § 1057, the portion of the business to which the marks pertains (collectively, "Assigned Intellectual Property"), all past, present and future claims, counterclaims, credits, causes of action, choses in action, rights of recovery and rights of setoff against third persons for infringements, violations, dilutions or contract breaches, together with the right at law or equity to sue and recover for any past, continuing and/or future infringements, violations, dilutions or contract breaches and collect any resulting recovery of damages, lost profits, legal fees and costs, including from acts which may have occurred prior to the Effective Date, all of the foregoing rights, titles and interests to be held and enjoyed by Assignee, for Assignee's own use and benefit and for the use and benefit of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment, transfer and conveyance had not been made.

IN WITNESS WHEREOF, the Parties have caused this instrument to be duly executed as of the Effective Date and each of the undersigned represent that he or she has the authority to legally bind his or her respective entities.

Kimberly Kardashian
as Assignor

Kimsaprincess, Inc.
as Assignee





By: Kimberly Kardashian

By: Kimberly Kardashian

Its: _____

Its: President

Date: 12/17/10

Date: 12/17/10 ("Effective Date")