

**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>
In Mocean Group, LLC		12/29/2010	LIMITED LIABILITY COMPANY: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Anneco, LLC		
<b>Street Address:</b>	501 Seventh Avenue, 7th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76702303	ANNE COLE SIGNATURE	
<b>Serial Number:</b>	76702305	ANNE COLE ESSENTIALS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(732)634-3511		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	732-634-3520		
<b>Email:</b>	bgaynor@ezrasutton.com		
<b>Correspondent Name:</b>	Ezra Sutton and Associates, PA		
<b>Address Line 1:</b>	900 Route 9		
<b>Address Line 4:</b>	Woodbridge, NEW JERSEY 07095		
<b>ATTORNEY DOCKET NUMBER:</b>	INMOCEAN 10.1-069		
<b>NAME OF SUBMITTER:</b>	Brian M. Gaynor		
<b>Signature:</b>	/brian gaynor/		

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**TRADEMARK  
 REEL: 004442 FRAME: 0481**

Date:

12/29/2010

Total Attachments: 2

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UNITED STATES TRADEMARK ASSIGNMENT

WHEREAS, In Mocean Group, LLC, (hereinafter “Assignor”), a limited liability company organized and existing under laws of the State of New York, having a place of business at 500 Seventh Avenue, 7th Floor, New York, New York 10018, is the owner of the entire rights, title, and interest in and to the following trademarks, trademark applications and the goodwill of the business associated with said marks and registrations:

<u>MARK</u>	<u>SER. NO.</u>
ANNE COLE SIGNATURE	76702303
ANNE COLE ESSENTIALS	76702305

WHEREAS, ANNECO, LLC, (hereinafter “Assignee”), a limited liability company organized and existing under laws of the State of New York, having a place of business at 501 Seventh Avenue, 7th Floor, New York, New York 10018, is desirous of acquiring the entire right, title, and interest in and to said trademarks, trademark applications, and the goodwill of the business associated with such marks and registrations;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all of its rights, title, and interest in and to said trademarks and trademark applications, together with that part of the goodwill of the business associated with the use of and symbolized by said marks and applications; as well

as the right to sue for past infringement.

**Assignor** represents and warrants that it is the sole owner of said marks and applications; that the marks and applications are valid and in full force and effect; and that said marks are assigned free of any claims, liens, security interests or other encumbrances. Furthermore, **Assignor** represents and warrants that it has the sole right to use said marks, and to the best of the undersigned's knowledge, the marks are not used by any other entity; and there are no pending or threatened claims against the marks; and said marks do not infringe on the rights of another trademark owner.

**Assignor** agrees to perform all reasonable and proper acts at the request and expense of **Assignee**, which **Assignee** may require in order to vest all of **Assignor's** rights, title, and interest in and to said trademarks and trademark applications in **Assignee** or its successor.

IN WITNESS WHEREOF, I have set my signature herewith:

Dated: December 29, 2010

IN MOCEAN GROUP, LLC

  
.....  
Officer

State of New York  
County of New York

On this            day of December, 2010, before me appeared the person(s) who signed this instrument, who being sworn, acknowledged that he or she signed this instrument as a free act.

Notary Public