

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
P2NYC, INC.		01/31/2011	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	PHILIP PELUSI PHYTOLINK 4.0, INC.		
Street Address:	101 SOUTH SIXTEENTH STREET		
City:	PITTSBURGH		
State/Country:	PENNSYLVANIA		
Postal Code:	15203		
Entity Type:	CORPORATION: PENNSYLVANIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77072374	TELA	
CORRESPONDENCE DATA			
Fax Number:	(412)566-6099		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(412)566-6083		
Email:	ipmail@eckertseamans.com		
Correspondent Name:	KIRK D. HOUSER		
Address Line 1:	600 GRANT STREET		
Address Line 2:	44TH FLOOR		
Address Line 4:	PITTSBURGH, PENNSYLVANIA 15219		
ATTORNEY DOCKET NUMBER:	162173-00122		
NAME OF SUBMITTER:	Kirk D. Houser		
Signature:	/kirk d. houser/		
Date:	02/01/2011		

OP \$40.00 77072374

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, P2NYC, Inc., a New York corporation, having a place of business at Apt. 5H, 22 West 15th Street, New York, New York 10011 (“Assignor”), has adopted and used and is using the mark which is the subject of a United States Trademark Application listed on Schedule A attached hereto (referred to hereinafter as the “Mark”); and

WHEREAS, PHILIP PELUSI PHYTOLINK 4.0, INC., a Pennsylvania corporation, having a place of business at 101 South Sixteenth Street, Pittsburgh, Pennsylvania 15203 (“Assignee”), desires to acquire the Mark, the Application therefor, and any registration issuing from said Application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of its right, title and interest in and to the Mark, the Application therefor, and any registration issuing from said Application, together with the goodwill of the business symbolized by the Mark.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed by its duly authorized officer this 31 day of JANUARY, 2011.

P2NYC, Inc.

By: *Philip Pelusi*
[Signature]

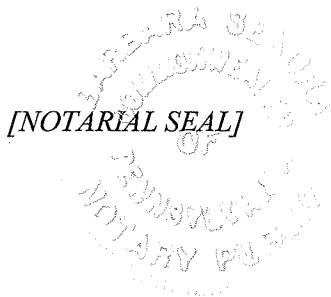
Philip Pelusi
[Typed/Printed Name]

Title: Chief Executive Officer

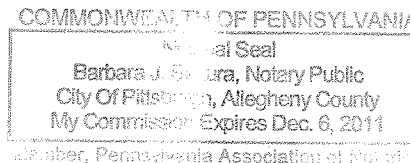
COMMONWEALTH OF PENNSYLVANIA :
: SS
COUNTY OF ALLEGHENY :

On this 31 day of January, 2011, before me, a Notary Public, personally appeared **PHILIP PELUSI** to me known and known to me to be the person who signed the foregoing instrument as Chief Executive Officer of P2NYC, Inc., a New York corporation. I further certify that said individual is duly authorized to sign the foregoing instrument in the name of said corporation.

Barbara J. Sekura
Notary Public



[NOTARIAL SEAL]



SCHEDULE A

UNITED STATES TRADEMARK APPLICATION

MARK	APPLICATION SERIAL NO.	FILING DATE
TELA (Stylized)	77/072,374	December 28, 2006