

**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>                  |
| 13th Street Entertainment, LLC   |  | 02/04/2011                                   | LIMITED LIABILITY COMPANY: NEW YORK |
| <b>RECEIVING PARTY DATA</b>      |  |  |                                     |
| <b>Name:</b>                     | Brand Essence LLC  |  |                                     |
| <b>Street Address:</b>           | 132 West 42nd Street   |  |                                     |
| <b>Internal Address:</b>         | Suite 2902   |  |                                     |
| <b>City:</b>                     | New York   |  |                                     |
| <b>State/Country:</b>            | NEW YORK   |  |                                     |
| <b>Postal Code:</b>              | 10014  |  |                                     |
| <b>Entity Type:</b>              | LIMITED LIABILITY COMPANY: NEW YORK  |  |                                     |
| <b>PROPERTY NUMBERS Total: 1</b> |  |  |                                     |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>                             |                                     |
| <b>Serial Number:</b>            | 85050605   |  |                                     |
| <b>CORRESPONDENCE DATA</b>       |  |  |                                     |
| <b>Fax Number:</b>               | (212)931-5508  |  |                                     |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |  |                                     |
| <b>Phone:</b>                    | 212 931 5500   |  |                                     |
| <b>Email:</b>                    | ksklar@mszpc.com   |  |                                     |
| <b>Correspondent Name:</b>       | Keith Sklar, Esq.  |  |                                     |
| <b>Address Line 1:</b>           | 521 Fifth Avenue   |  |                                     |
| <b>Address Line 2:</b>           | 28th Floor   |  |                                     |
| <b>Address Line 4:</b>           | New York, NEW YORK 10175   |  |                                     |
| <b>NAME OF SUBMITTER:</b>        | Keith Sklar  |  |                                     |
| <b>Signature:</b>                | /Keith Sklar/  |  |                                     |
| <b>Date:</b>                     | 02/04/2011   |  |                                     |

OP \$40.00 85050605

Total Attachments: 2

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**ASSIGNMENT OF UNITED STATES TRADEMARK  
AND PENDING APPLICATION THEREFOR**

WHEREAS, 13th Street Entertainment, LLC, a limited liability company organized under the laws of the State of New York, located and doing business at 407 West 13th Street, 2nd Floor, New York, NY 10014, claims to have adopted, used and is using a certain mark for which there is pending an application to register the same in the U.S. Patent and Trademark Office as follows:

| <u>MARK</u>                   | <u>SER.. NO.</u> | <u>FILED</u> |
|-------------------------------|------------------|--------------|
| Design Only<br>(women's head) | 85050605         | May 28, 2010 |

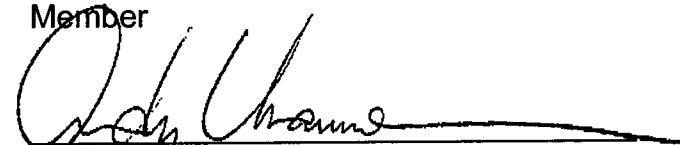
WHEREAS, Brand Essence, LLC, a limited liability company organized under the laws of the State of New York, located and doing business at 130 West 42<sup>nd</sup> Street, Suite 2902, New York, New York, 10036 is desirous of having assigned to it any and all rights 13th Street Entertainment, LLC may have in said mark, including but not limited to the pending application herefor and the goodwill associated therewith;

WHEREAS, 13th Street Entertainment, LLC warrants and covenants that no assignment, grant, mortgage, license to other agreement affecting the rights and property herein conveyed has been or will be made to anyone other than Brand Essence, LLC by 13th Street Entertainment, LLC or any predecessor in title thereto, and that 13th Street Entertainment, LLC thereby possesses the full right to convey such rights and property;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged 13th Street Entertainment, LLC, does hereby assign unto Brand Essence, LLC, all its right, title and interest in and to said mark, the pending application therefor, together with the goodwill of the business symbolized by the mark.

Dated: 2/04/2011

13<sup>th</sup> Street Entertainment, LLC  
By: AU & Associates, LLC its Managing  
Member



By: Andy Unanue  
Its: President and CEO