

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
It's So Easy, Ltd		02/01/2011	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Cutting Edge Consultants, Inc.		
Street Address:	5967 W. 3rd St.		
Internal Address:	102		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90036		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2617978	PICKERR UPERR	
CORRESPONDENCE DATA			
Fax Number:	(310)998-9109		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3109989100		
Email:	m.harwitt@conklelaw.com		
Correspondent Name:	Mark D. Kremer		
Address Line 1:	3130 Wilshire Blvd.		
Address Line 2:	Suite 500		
Address Line 4:	Santa Monica, CALIFORNIA 90403		
ATTORNEY DOCKET NUMBER:	0067.179		
NAME OF SUBMITTER:	Mark D. Kremer		
Signature:	/mdk/		

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TRADEMARK
 REEL: 004483 FRAME: 0634

Date:

02/22/2011

Total Attachments: 4

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ASSIGNMENT OF TRADEMARKS

Whereas, It's So Easy, Ltd. (Assignor) a New Jersey corporation whose address is 380 Union Hill Road, Manalapan, 07726 is the owner of the trademarks and registrations thereof, listed on Attachment A (collectively, the Trademarks).

Whereas, Cutting Edge Consultants, Inc (Assignee), a California corporation, whose address is 5967 W. 3rd Street, #102, Los Angeles, California, 90036, wishes to acquire all the right, title and interest to said Trademarks, and registrations thereof, together with all goodwill pertaining thereto.

THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor assigns the Trademarks to Assignee as follows:

1. GRANT OF RIGHTS:

Assignor irrevocably grants, sells, transfers, assigns and delivers to Assignee, all right, title and interest of every kind and character throughout the world that it has, if any, in and to the Trademarks and the goodwill of the business pertaining thereto, including the right to and all claims for past damages, it being acknowledged and understood that it is the intention of this assignment to confer upon Assignee, Assignor's full and complete title to and ownership of the Trademarks, for their life, or any term allowed by this law of every jurisdiction.

2. WARRANTIES: Assignor represents and warrants:

Assignor is the owner of all right, title and interest in and to the Trademarks free and clear of any lien, encumbrance, claim or challenge.

3. RIGHTS AND OBLIGATIONS:

3.1 Assignor agrees to execute and deliver, or cause to be executed and delivered, to Assignee or any purchaser of the Trademarks from Assignee, any and all documents and instruments, in form and substance reasonably satisfactory to Assignee and its counsel, necessary or useful or which may become necessary or useful to effect and complete the transfer, grant or sale to Assignee of all rights or property acquired or intended to be acquired by Assignee under this Assignment and shall pay any fees or expense necessary for such transfer, grant or sale, found due and owing prior to the date of this Assignment.

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IN WITNESS WHEREOF, each party has agreed to and executed this Assignment as of February 1, 2011.

ASSIGNOR:

It's So Easy, Ltd

By: *Gloria Abraskin*
Gloria Abraskin, President

ASSIGNEE:

Cutting Edge Consultants, Inc.

By: *Brian Dror*
Brian Dror, President



RAFAEL NIEVES
MY COMMISSION # DD 891206
EXPIRES: July 2, 2011
Bonded Thru Budget Notary Services

Rafael Nieves

IN WITNESS OF GLORIA ABRASKIN

0067.17919927

SCHEDULE A

1. United States Registration 2617978 PICKERR UPPERR

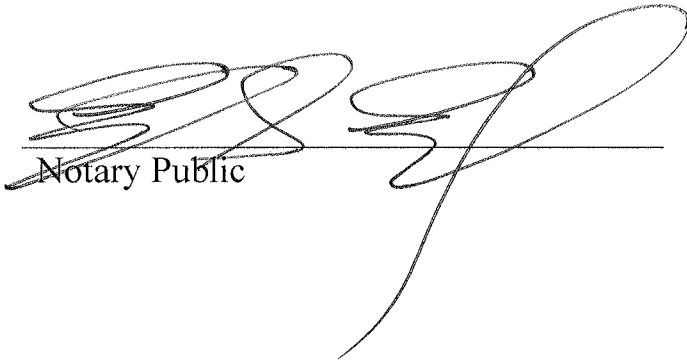
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STATE OF CALIFORNIA)
)
COUNTY OF LOS ANGELES)

On February 14, 2011, before me, Eric S. Engel, a Notary Public, personally appeared Brian Dror, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under penalty of perjury under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Notary Public

