

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
Michael Teplansky		07/05/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Paula Pearson		
Street Address:	1112 Rachel Circle		
City:	Escondido		
State/Country:	CALIFORNIA		
Postal Code:	92026		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77252477	LUCKY BASTARD STYLE	
CORRESPONDENCE DATA			
Fax Number:	(727)255-6300		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	tiffanyf76@yahoo.com		
Correspondent Name:	Tiffany M. Baughman		
Address Line 1:	5476 Gooseberry Way		
Address Line 4:	Oceanside, CALIFORNIA 92057		
NAME OF SUBMITTER:	Tiffany M. Baughman		
Signature:	/TM Baughman/		
Date:	02/28/2011		
Total Attachments: 2 source=PKP Assignment[1]#page1.tif source=PKP Assignment[1]#page2.tif			

OP \$40.00 77252477

Assignment of Trademark

This ASSIGNMENT AGREEMENT made as of the 5th day of July, 2010, by and between Paula Pearson, an individual, having her principal place of residence at 1112 Rachel Circle, Escondido CA 92026, ("Assignee"), and Michael Teplansky, an individual, having his principal place of residence at 1017 Oak Hills Drive, Colorado Springs CO ("Assignor").

RECITAL

Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of all of Assignor's worldwide right, title and interest in, to and under Assignor's trademark application for the mark, Lucky Bastard Style, U.S. Trademark Application Serial No. 77252477 (the foregoing being referred to herein as the "Mark").

NOW, THEREFORE, Assignor, for and in consideration of the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of Assignor's entire worldwide right, title and interest in, to and under the Mark, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of the Mark, whether arising prior to or subsequent to the date of this Assignment of Trademark, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States, Canada and in any and all foreign jurisdictions, the same to be held and enjoyed by the said Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the said Assignor had this Assignment of Trademark not been made.

Assignor hereby covenants that it has the full right to convey the entire right, title, and interest herein assigned and that it has not executed and will not execute any agreement in conflict herewith.

Assignor hereby covenants and agrees that Assignee will, upon Assignee's request, be provided promptly with all pertinent facts and documents relating to the Mark and legal equivalents in foreign countries as may be known and accessible to Assignor and will testify as to the same in any opposition or litigation related thereto and will promptly execute and deliver to Assignee or its designee any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said Mark and said equivalents therefore in any foreign country which may be necessary or

desirable to carry out the purposes hereof. Assignee's damages related to this Assignment Agreement shall be limited solely to the consideration to be paid under this Assignment Agreement.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment Agreement shall be governed by and construed in accordance with the laws of the State of California without giving effect to the principles of conflicts of laws thereof. This Assignment Agreement sets forth the entire agreement between the parties. No amendment or modification of this Agreement shall be made except by a writing signed by both parties. This Assignment Agreement may be executed in counterparts, without affecting the enforceability thereof.

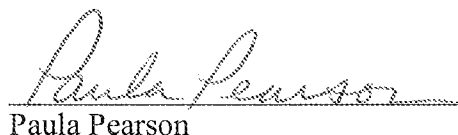
The financial settlement of this agreement is explained in Exhibit A.

IN WITNESS WHEREOF, the following hereby set their hand and seal.

ASSIGNOR

ASSIGNEE


Michael Teplansky


Paula Pearson