

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	05/07/2010		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jeremy Miller		05/07/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	FSA Store, Inc.		
Street Address:	244 5th Avenue		
Internal Address:	J-257		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77958038	FSA STORE	
CORRESPONDENCE DATA			
Fax Number:	(310)427-7173		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	dbrunsten@brunsten.com		
Correspondent Name:	Donald J Brunsten		
Address Line 1:	8605 Santa Monica Blvd.		
Address Line 2:	Suite 32-425		
Address Line 4:	Los Angeles, CALIFORNIA 90069		
NAME OF SUBMITTER:	Donald J. Brunsten		
Signature:	/donald j. brunsten/		
Date:	03/21/2011		

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TRADEMARK

REEL: 004501 FRAME: 0436

Total Attachments: 1
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ASSIGNMENT

This Assignment ("Assignment") is made effective as of May 7, 2010 from JEREMY MILLER ("ASSIGNOR"), To FSA STORE, INC., a New York corporation, 244 5th Avenue, J-257, New York, NY 10001 ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner/applicant of the ITU application for United States Patent and Trademark Office registration of the service mark FSA STORE, Serial #77958038 (the "Mark Application"), together with the goodwill of the business, if any, actually symbolized thereby in connection with the services on which the Mark may be used.

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the mark FSA STORE and the Mark Application.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged,

ASSIGNOR hereby quitclaims, conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the mark FSA STORE and the Mark Application, together with (a) the goodwill of the business, if any, actually symbolized thereby in connection with the services on which the Mark may be used; (b) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the mark or Mark Application, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (c) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing , completing, or vesting in ASSIGNEE full right, title, and interest in the mark FSA STORE, the Mark Application, and associated goodwill.

EXECUTION OF BEHALF OF ASSIGNOR, JEREMY MILLER

By: B
Donald J. Brunsten, Assignor's Attorney-In-Fact and Attorney of Record under the Mark Application