

**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>
Victoria Kann		03/29/2011	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Victoria Kann, Inc.		
<b>Street Address:</b>	3 Jonathan Lane		
<b>City:</b>	Westport		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06880		
<b>Entity Type:</b>	CORPORATION: CONNECTICUT		
<b>PROPERTY NUMBERS Total: 14</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	77695127	GOLDILICIOUS	
Serial Number:	77719831	PURPLICIOUS	
Serial Number:	77981361	PURPLICIOUS	
Serial Number:	77981408	PINKALICIOUS	
Serial Number:	77716738	PINKALICIOUS	
Serial Number:	85086194	SILVERLICIOUS	
Serial Number:	85086204	SILVERLICIOUS	
Serial Number:	85086212	SILVERLICIOUS	
Serial Number:	85086221	SILVERLICIOUS	
Serial Number:	85086226	SILVERLICIOUS	
Registration Number:	3484754	PINK-A-LICIOUS	
Registration Number:	3484755	PURPL-ICIOUS	
Registration Number:	3899056	PINKALICIOUS	
Registration Number:	3891467	GOLDILICIOUS	

OP \$365.00 77695127

CORRESPONDENCE DATA

Fax Number: (716)941-6382  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 716-941-5423  
Email: adowney@DowneysLaw.com  
Correspondent Name: Anne F. Downey, Esq.  
Address Line 1: 8999 Rockwood Rd.  
Address Line 4: Boston, NEW YORK 14025

ATTORNEY DOCKET NUMBER:	KANNINCASGMT
NAME OF SUBMITTER:	Anne F. Downey, Esq.
Signature:	/anne f. downey, esq./
Date:	04/05/2011
Total Attachments: 3 source=KannIncTrademarkAssignment#page1.tif source=KannIncTrademarkAssignment#page2.tif source=KannIncTrademarkAssignment#page3.tif	

## TRADEMARK ASSIGNMENT

**THIS ASSIGNMENT** given as of March 29, 2011 by Victoria Kann, a U.S. citizen having an address at 3 Jonathan Lane, Westport, Connecticut 06880 ("Assignor"), to VICTORIA KANN, INC., a Connecticut corporation, having an address at 3 Jonathan Lane, Westport, Connecticut 06880 ("Assignee").

**WHEREAS**, Assignor, individually or through her predecessors in interest and/or licensees, has used the trademarks listed on Exhibit A (the "Trademarks") in connection with the *Pinkalicious* book series and related goods/services, including without limitation the goods/services described as being used in commerce in the trademark registrations and applications listed below (the "Business"); and

**WHEREAS**, the parties desire that Assignor assign to Assignee all of her right, title and interest in and to the Trademarks, including without limitation the following U.S. trademark registrations and applications and Canadian application (the "Registrations and Applications"):

<u>U.S. Reg./App.</u>	<u>Mark</u>	<u>Issue Date/Filing Date</u>
Reg. 3484754	PINK-A-LICIOUS	August 12, 2008
Reg. 3484755	PURPL-ICIOUS	August 12, 2008
Reg. 3899056	PINKALICIOUS	January 4, 2011
Reg. 3891467	GOLDILICIOUS	December 14, 2010
App. 77695127	GOLDILICIOUS	March 19, 2009
App. 77719831	PURPLICIOUS	April 22, 2009
App. 77981361	PURPLICIOUS	April 22, 2009
App. 77981408	PINKALICIOUS	April 17, 2009
App. 77716738	PINKALICIOUS	April 17, 2009
App. 85086194	SILVERLICIOUS	July 16, 2010
App. 85086204	SILVERLICIOUS	July 16, 2010
App. 85086212	SILVERLICIOUS	July 16, 2010
App. 85086221	SILVERLICIOUS	July 16, 2010
App. 85086226	SILVERLICIOUS	July 16, 2010

<u>Canadian Reg./App.</u>	<u>Mark</u>	<u>Issue Date/Filing Date</u>
App. 1452575	PINKALICIOUS	September 22, 2009

together with that portion of the goodwill of the Business symbolized by the Trademarks; and

**WHEREAS**, the Assignee is the successor to Assignor's Business to which the Trademarks pertain, and that Business is ongoing and existing;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby transfers and assigns unto Assignee all of her right, title and interest in and to the Trademarks and the Registrations and Applications, together with the goodwill of the Business symbolized by the Trademarks, and the right to sue for past, present or future infringements thereof and to recover damages and other amounts related thereto.

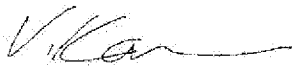
TO HAVE AND TO HOLD the same unto said Assignee, its successors and assigns, forever.

ASSIGNOR

By:   
Victoria Kann

Date: 3/29/11

ASSIGNEE  
VICTORIA KANN, INC.

By:   
Victoria Kann, President

Date: 3/29/11

EXHIBIT A

All of Assignor's registered and unregistered trademarks, including without limitation PINKALICIOUS, PURPLICIOUS, GOLDILICIOUS, SILVERLICIOUS, and common law marks (including without limitation the ROSALICIOSA word mark, the Pinkalicious Girl Logo, the Goldilicious Unicorn Logo, and the Cupcake Logo), as well as rights in all related domain names and social networking user names, and any and all other rights in trademarks and domain names of Assignor used in the Business.