

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
Devani, Inc.		03/15/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	East Lion Corporation		
Street Address:	18525 Railroad St.		
City:	City of Industry		
State/Country:	CALIFORNIA		
Postal Code:	91748		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	77915021	BLONDE AMBITION	
Serial Number:	77943501	B A	
Serial Number:	85050906	BLONDE BA AMBITION	
CORRESPONDENCE DATA			
Fax Number:	(310)286-0488		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310 985 4283		
Email:	mpilosof@ipbymbp.com		
Correspondent Name:	Maurice B. Pilosof		
Address Line 1:	1925 Century Park East, Suite 2300		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
NAME OF SUBMITTER:	Maurice B. Pilosof		
Signature:	/Maurice B. Pilosof/		
Date:	04/19/2011		
Total Attachments: 2 source=east lion recordal assgn#page1.tif source=east lion recordal assgn#page2.tif			

OP \$90.00 77915021

TRADEMARK ASSIGNMENT AGREEMENT

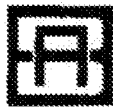
THIS ASSIGNMENT OF TRADEMARK (this Agreement) is entered into as of March _____, 2011 by and between Devani, Inc., a California corporation, as assignor ("Assignor") and East Lion Corporation, a California corporation, as assignee (the "Assignee").

RECITALS

WHEREAS, Assignor is the owner in and to the trademarks as identified by the following U.S. Trademark Application Serial Nos:

U.S. Trademark Serial No. 77915021 for the mark BLONDE AMBITION;

U.S. Trademark Application Serial No. ~~77915021~~⁷⁷⁹¹⁵⁰²¹ for the mark ~~BLONDE AMBITION~~^{BLONDE AMBITION}



U.S. Trademark Application Serial No. 85050906 for the mark

BLONDE  AMBITION

all filed in International Class 25, and hereinafter referred to as the "Trademarks".

WHEREAS, Assignor filed the above-recited U.S. Trademark Applications based on Assignor's bona fide intent to use the mark in commerce; and

WHEREAS, Assignor desires to grant and Assignee desires to acquire ownership in and to the Trademarks, including ownership of the pending trademark applications recited above, together with the goodwill of the business connected, appurtenant, and symbolized by the Trademarks;

NOW THEREFORE, in consideration of the mutual promises confirmed in this Assignment Agreement, and for \$10.00 ten dollars and other good, and valuable

consideration, the receipt of which is hereby acknowledged, the parties to this Agreement, intending to be legally bound agree as follows:

1. **Assignment.** Assignor does hereby assign unto Assignee, ownership in and to the Trademarks, the pending applications, and to the goodwill of the business connected with the use of, and symbolized by the Trademark.
2. **Consideration.** Assignor hereby acknowledges that Assignee has paid Assignor good and valuable consideration for the assignment of the Trademark, and Assignor acknowledges receipt thereof.
3. **Representation and Warranties** Assignor represents and warrants to Assignee that Assignor, his agents, representatives and affiliates have not encumbered, transferred, hypothecated or assigned any interest in the Trademark, in whole or in part, at any time.
4. **Integration.** No promise, representation or inducement to enter into this Agreement, except as expressly stated herein, has been made by or to, or relied on by any parties. This Agreement contains the entire agreement between Assignor and Assignee and the terms hereof supersede all prior discussions, understandings, or agreements between Assignor and Assignee relative to the subject matter hereof. This Agreement may only be amended by a writing signed by the parties hereto.

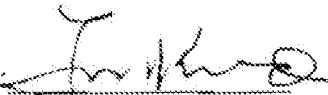
IN WITNESS WHEREOF, the parties have executed this Agreement as of the day and year first written above.

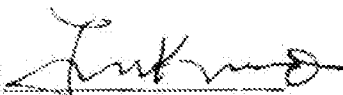
ASSIGNOR

ASSIGNEE

DEVANI, INC.

EAST LION CORPORATION

By: 
Name: James Kuo
Title: Its President

By: 
Name: James Kuo
Title: Its President