

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	Entity Type
	KhloMAR, LLC		LIMITED LIABILITY COMPANY: CALIFORNIA
EXECUTION DATE			
		04/18/2011	
RECEIVING PARTY DATA			
Name:	KhloMoney Inc.		
Street Address:	21731 Ventura Blvd., Suite 300		
Internal Address:	c/o Boulevard Management, Inc.		
City:	Woodland Hills		
State/Country:	CALIFORNIA		
Postal Code:	91367		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
Serial Number:	85153096	HEY DOLL	
CORRESPONDENCE DATA			
Fax Number:	(702)369-2666		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(702) 796-5555		
Email:	TRADEMARKS@GORDONSILVER.COM		
Correspondent Name:	Jennifer Ko Craft, Esq.		
Address Line 1:	3960 Howard Hughes Parkway, 9th Floor		
Address Line 4:	Las Vegas, NEVADA 89169		
ATTORNEY DOCKET NUMBER:	102867-001		
NAME OF SUBMITTER:	Jennifer Ko Craft		
Signature:	/Jennifer Ko Craft/		
Date:	04/20/2011		
Total Attachments: 1 source=HEY DOLL Assignment#page1.tif			

OP \$40.00 85153096

ASSIGNMENT

This assignment ("Assignment") is entered into as of the Effective Date between Khlomar, LLC, a California limited liability company, ("Assignor") and KhloMoney Inc., a California corporation ("Assignee" and together with Assignor, "Parties").

In consideration of the covenants, representations and warranties set forth herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree to the following:

Assignor hereby assigns, transfers and conveys to Assignee, and Assignee does hereby accept the assignment, transfer and conveyance of, all of Assignor's entire right, title, and interest in and to the mark **HEY DOLL** and any stylizations, designs or the like associated with the foregoing, including, without limitation, the U.S. Application assigned Serial Number 85/153096, and any other foreign trademark applications and registrations, U.S. federal trademark applications and registrations, state trademark applications and registrations and common law rights therein, and goodwill associated with and symbolized thereby and, in accordance with 15 U.S.C § 1057, the portion of the business to which the mark pertains (collectively, "Assigned Intellectual Property"), all past, present and future claims, counterclaims, credits, causes of action, choses in action, rights of recovery and rights of setoff against third persons for infringements, violations, dilutions or contract breaches, together with the right at law or equity to sue and recover for any past, continuing and/or future infringements, violations, dilutions or contract breaches and collect any resulting recovery of damages, lost profits, legal fees and costs, including from acts which may have occurred prior to the Effective Date, all of the foregoing rights, titles and interests to be held and enjoyed by Assignee, for Assignee's own use and benefit and for the use and benefit of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment, transfer and conveyance had not been made.

IN WITNESS WHEREOF, the Parties have caused this instrument to be duly executed as of the Effective Date and each of the undersigned represent that he or she has the authority to legally bind his or her respective entities.

Khlomar, LLC
as Assignor

Khloe K. Odom
By: Khloe K. Odom
Its: president
Date: 4/18/11

KhloMoney Inc.
as Assignee

Khloe K. Odom
By: Khloe K. Odom
Its: president
Date: 4/18/11 ("Effective Date")