

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
Telebrands Corp.		12/20/2010	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Joann Bradvica		
Street Address:	P.O. Box 660442		
City:	Arcadia		
State/Country:	CALIFORNIA		
Postal Code:	91066		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3374041	EARLIFT	
CORRESPONDENCE DATA			
Fax Number:	(925)648-4358		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	925-648-4839		
Email:	john@allmarktrademark.com		
Correspondent Name:	John E. Russell		
Address Line 1:	4041 Sugar Maple Drive		
Address Line 2:	Suite A		
Address Line 4:	Danville, CALIFORNIA 94506		
NAME OF SUBMITTER:	John E. Russell		
Signature:	/john e. russell/		
Date:	05/03/2011		
Total Attachments: 1 source=Sgned Assignment of EAR LIFT TM#page1.tif			

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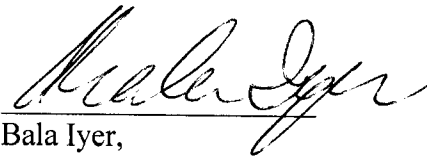
Trademark Assignment

WHEREAS, Telebrands Corp., a New Jersey Corporation, with its principal place of business at One Telebrands Plaza, Fairfield, New Jersey 07004, ("Assignor"), has adopted, owns and is using the Mark: EARLIFT (Words Mark) ("the Mark") in connection with the following goods and/or services: "Support patches for earrings," in International Class 14; and

WHEREAS, Assignor owns a federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein, Registration No. 3,374, 041, registered on January 22, 2008; and

WHEREAS, Joann Bradvica, an individual citizen of the United States, with her principal place of business at P.O. Box 660442, Arcadia, California, 91066-0442, desires to acquire the Mark, and the above-referenced Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby, sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registration thereof.



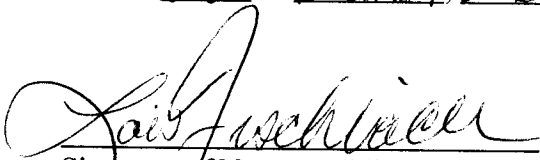
Bala Iyer,
Executive Vice President for Operations
Telebrands Corp.

Dated effective as of: December, 20, 2010

State of New Jersey

County of Essex

SUBSCRIBED and SWORN to before me this 20th of December, 2010.



Signature of Notary Public

Print Name of Notary Public: Lois Fischbach

My Commission Expires: 9/11/2012

LOIS FISCHBACH
NOTARY PUBLIC OF NEW JERSEY
Commission Expires 9/11/2012