

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
Kimsaprincess, Inc.		05/04/2011	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Kimsaprincess, Inc.
Street Address:	21731 Ventura Boulevard, Suite 300
Internal Address:	c/o Boulevard Management, Inc.
City:	Woodland Hills
State/Country:	CALIFORNIA
Postal Code:	91364
Entity Type:	CORPORATION: CALIFORNIA

Name:	KhloMoney Inc.
Street Address:	21731 Ventura Boulevard, Suite 300
Internal Address:	c/o Boulevard Management, Inc.
City:	Woodland Hills
State/Country:	CALIFORNIA
Postal Code:	91364
Entity Type:	CORPORATION: CALIFORNIA

Name:	2Die4Kourt
Street Address:	21731 Ventura Boulevard, Suite 300
Internal Address:	c/o Boulevard Management, Inc.
City:	Woodland Hills
State/Country:	CALIFORNIA
Postal Code:	91364
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
		TRADEMARK

900191021

REEL: 004534 FRAME: 0217

OP \$40.00 85192492

Serial Number:

85192492

KARDASHIAN

CORRESPONDENCE DATA

Fax Number: (702)369-2666

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (702)796-5555

Email: TRADEMARKS@GORDONSILVER.COM

Correspondent Name: Jennifer Ko Craft

Address Line 1: 3960 Howard Hughes Parkway, 9th Floor

Address Line 4: Las Vegas, NEVADA 89169

ATTORNEY DOCKET NUMBER:

102846-001

NAME OF SUBMITTER:

Jennifer Ko Craft

Signature:

/Jennifer Ko Craft/

Date:

05/04/2011

Total Attachments: 1

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ASSIGNMENT

This assignment ("Assignment") is entered into as of the Effective Date by and among KimsAPrincess Inc., a California corporation ("Kim"), KhloMoney Inc., a California corporation ("Khloe"), and 2Die4Kourt, a California corporation ("Kourtney" and together with "Kim" and "Khloe," "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:

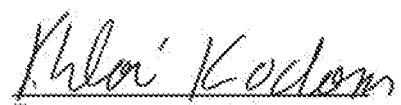
Kim hereby assigns, transfers and conveys to each Khloe and Kourtney, and Khloe and Kourtney do hereby accept, an undivided one-third (1/3) right, title and interest in Kim's right, title, and interest, in the following, such that Kim, Khloe and Kourtney shall each own an equal and undivided right, title and interest in: the mark **KARDASHIAN** and any stylizations, designs or the like associated with the foregoing, including, without limitation, the U.S. Application assigned Serial Number 85/192492, 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 Kim, Kourtney and Khloe jointly in equal shares.

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.

KimsAPrincess Inc.

2Die4Kourt

KhloMoney Inc.



By: Kimberly Kardashian
Its: President
Date: 5/4/2011
("Effective Date")

By: Kourtney Kardashian
Its: President
Date: 5/4/2011

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