

TAMARA F. CARMICHAEL - LOEB & LOEB LLP COMPANY:345 PARK AVENUE

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Christine C. Burke		05/26/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Only In, LLC		
Street Address:	253 W. 72th Street, Suite 809		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10023		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 19			
Property Type	Number	Word Mark	
Registration Number:	3843245	OIDD	
Registration Number:	3843244	OILA	
Registration Number:	369115	OINY	
Registration Number:	3690721	OINY	
Registration Number:	3878215	OINY	
Registration Number:	3849025	OINY	
Registration Number:	3779636	OINY	
Registration Number:	3843243	ONLY IN	
Registration Number:	3710759	ONLY IN	
Registration Number:	3843246	ONLY IN NEW ORLEANS	
Registration Number:	3843247	ONLY IN NEW ORLEANS	
Registration Number:	3843240	ONLY IN NEW ORLEANS	
Registration Number:	3703624	ONLY IN NEW YORK	
Registration Number:	3690720	ONLY IN NEW YORK	

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TRADEMARK
REEL: 004551 FRAME: 0865

:TAMARA F. CARMICHAEL - LOEB & LOEB LLP COMPANY:345 PARK AVENUE

Registration Number:	3862191	ONLY IN NEW YORK
Registration Number:	3843242	ONLY IN NEW YORK
Registration Number:	3839424	ONLY IN NEW YORK
Registration Number:	3610532	ONLY IN NEW YORK
Serial Number:	78960033	ONLY IN NEW YORK

CORRESPONDENCE DATA

Fax Number: (312)803-7708

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

Phone: 212-407-4000

Email: nytrademark@locb.com

Correspondent Name: Tamara F. Carmichael - LOEB & LOEB LLP

Address Line 1: 345 Park Avenue

Address Line 4: New York, NEW YORK 10154

ATTORNEY DOCKET NUMBER.	209747-10001
NAME OF SUBMITTER:	Tamara F. Carmichael
Signature:	/Tamara F. Carmichael/
Date:	05/27/2011
Total Attachments: 1 source=CB to ONLY IN TM Assignment 5lg Page_052811#page1.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is effective as of May 26, 2011, by and between Christine C. Burke ("Assignor"), an individual, with an address at 253 W. 72th Street, Apt. 809, New York, New York 10023, and Only In, LLC ("Assignee"), a New York corporation, located and doing business at 253 W. 72th Street, Suite 809, New York, New York 10023;

WHEREAS, Assignor, owns all the right, title and interest in and to the trademarks shown in the attached schedule ("Exhibit A"), and any common law rights related to the trademarks ("Trademarks"), together with the goodwill symbolized by and associated with the trademarks, including but not limited to the U.S. Trademark Registrations listed in Exhibit A;

WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in and to the Trademarks, and any common law rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the U.S. Trademark Registrations listed in Exhibit A;

WHEREAS, Assignor desires to assign to Assignee all of its right, title and interest in and to the Trademarks, and any common laws rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the U.S. Trademark Registrations listed in Exhibit A

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Trademarks, and any common laws rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the U.S. Trademark Registrations listed in Exhibit A

ASSIGNOR:

By: Christine C. Burke

Name: Christine C. Burke

Title: Owner