

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
Big Strike, Inc.		06/20/2011	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Big Strike, LLC
Street Address:	151 W. Rosecrans Avenue
City:	Gardena
State/Country:	CALIFORNIA
Postal Code:	90248
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	3671052	7 DEADLY SINS
Registration Number:	2435462	BIG FLIRT
Registration Number:	1736705	E.B.G.B
Registration Number:	3744607	FREE 2 LUV
Registration Number:	2705646	HEART SOUL
Registration Number:	3908289	HEART SOUL
Registration Number:	3274504	MAD KNITS
Registration Number:	3348255	SOULMATES
Serial Number:	77771568	FREE 2
Serial Number:	78790499	HALO
Serial Number:	77967840	HEART SOUL

CORRESPONDENCE DATA

Fax Number: (213)630-5745
 Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

900194943

**TRADEMARK
 REEL: 004566 FRAME: 0245**

CH \$290.00 3671052

Phone: 2138915031
Email: jreider@buchalter.com
Correspondent Name: Jessie K. Reider, CA Bar No. 237,113
Address Line 1: 1000 Wilshire Blvd., Suite 1500
Address Line 2: Buchalter Nemer, APC
Address Line 4: Los Angeles, CALIFORNIA 90017

ATTORNEY DOCKET NUMBER:	B4580-5001
NAME OF SUBMITTER:	Jessie K. Reider, CA Bar No. 237,113
Signature:	/jkr/
Date:	06/20/2011
Total Attachments: 1 source=Big Strike Inc to Big Star LLC Signed#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS Big Strike, Inc., a California corporation (hereinafter "Assignor") owns and has used and/or has the bona fide intent to use the following trademarks (hereinafter the "Marks"):

Registration No.	Mark
3,671,052	7 DEADLY SINS
2,435,462	BIG FLIRT
1,736,705	E.B.G.B.
3,744,607	FREE 2 LUV
2,705,646	HEART SOUL
3,908,289	HEART SOUL
3,274,504	MAD KNITS
3,348,255	SOULMATES
Canada Reg. No. 733717	BIG FLIRT
Canada Reg. No. 733715	HEART SOUL
Application No.	Mark
71771,568	FREE 2 (HEART DESIGN)
78790,499	HALO
771967,840	HEART SOUL

WHEREAS Assignor owns all right, title and interest in and to the Marks, including the registrations and pending applications, all common law rights in and to the Marks, and has used uses and/or has the bona fide intent to use the Marks in commerce and desires to transfer the Marks, all on-going and existing business represented by and/or associated with the Marks, and all goodwill associated with the Marks;

WHEREAS Big Strike, LLC, a California limited liability company (hereinafter "Assignee") desires to acquire all right, title and interest in and to the Marks, the goodwill symbolized by the Marks, the trademark applications and registrations, the on-going and existing business represented by and/or associated with the Marks, and all common law rights thereto; and

WHEREAS the Parties desire to memorialize the assignment of the Marks, the on-going and existing business represented by and/or associated with the Marks, the goodwill of the business symbolized by the Marks, the trademark applications and registrations, and all common law rights relating thereto, and all rights to recover for past infringement.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell and assign unto Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, along with that portion of the on-going and existing business represented by and/or associated with the Marks, and the trademark applications and registrations, all common law rights relating thereto, and all rights to recover for past infringement.

AGREED TO AND ACCEPTED BY THE ASSIGNOR:

Date: 6/20/2011 By: [Signature]
Big Strike, Inc.

AGREED TO AND ACCEPTED BY THE ASSIGNEE:

Date: 6/20/2011 By: [Signature]
Big Strike, LLC

BN 9226109-1