

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
It Figures! LLC		06/06/2011	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	AOM HOLDING, LLC
<b>Street Address:</b>	874 Walker Road, Suite C
<b>City:</b>	Kent
<b>State/Country:</b>	DELAWARE
<b>Postal Code:</b>	19904
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 22**

Property Type	Number	Word Mark
Serial Number:	85059687	D CUP & UP
Serial Number:	85059695	D CUP & UP (WHEN YOUR CUPS RUNNETH OVER.)
Registration Number:	2600358	BODY CONCEPTS
Registration Number:	2681990	FOR WOMEN OF SIZE
Registration Number:	2948382	LI'L FIGURES
Registration Number:	2948381	LITTLE FIGURES
Registration Number:	2139255	SUIT YOURSELF
Registration Number:	2170458	PERFECTLY SUITED
Registration Number:	2300361	A'S OKAY
Registration Number:	2126442	SWIMWEAR CREATED BY WOMEN FOR WOMEN
Registration Number:	2115726	MATCHMAKERS
Registration Number:	2115699	TUMMY THINNER
Registration Number:	2168287	WE HAVE EVERY BODY ALL FIGURED OUT!
Registration Number:	2119295	HIP HIDER

**TRADEMARK**

**900195105**

**REEL: 004567 FRAME: 0290**

**OP \$565.00 85059687**

Registration Number:	2115687	REAL BODIES. REAL SOLUTIONS.
Registration Number:	2115686	C CUP AND UP
Registration Number:	2115685	SWIM TRENDS
Registration Number:	2115684	SLENDER THIGHS
Registration Number:	2123172	BUST BUILDER
Registration Number:	2149729	IT FIGURES
Registration Number:	1980252	LENGTHWISE
Registration Number:	2841135	I.F.

**CORRESPONDENCE DATA**

Fax Number: (732)634-3511

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

Email: bgaynor@ezrasutton.com

Correspondent Name: Ezra Sutton, PA

Address Line 1: 900 Route 9

Address Line 4: Woodbridge, NEW JERSEY 07095

ATTORNEY DOCKET NUMBER: IMG IT FIGURES

NAME OF SUBMITTER: Brian M. Gaynor

Signature: /brian gaynor/

Date: 06/22/2011

**Total Attachments: 4**

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**UNITED STATES TRADEMARK ASSIGNMENT**

WHEREAS, It Figures! LLC, (hereinafter "Assignor"), a limited liability company organized and existing under laws of the State of Delaware, having a place of business at 1411 Broadway, Suite 3150, New York, New York 10018, is the owner of the entire right, title, and interest in and to the following trademarks in the United States, as well as all trademark registrations, and pending trademark applications therefore for the goods covered thereby in the classes listed, and the goodwill of the business associated therewith:

<u>REG./APP. NO.</u>	<u>MARK</u>	<u>CLASS</u>	<u>REG./APP. DATE</u>
85059687	D CUP & UP	25	6/10/2010
85059695	D CUP & UP	25	6/10/2010
2600358	BODY CONCEPTS	25	7/30/2002
2681990	FOR WOMEN OF SIZE	25	1/28/2003
2948382	LI'L FIGURES	25	5/10/2005
2948381	LITTLE FIGURES	25	5/10/2005
2139255	SUIT YOURSELF	25	2/24/1998
2170458	PERFECTLY SUITED	25	6/30/1998
2300361	A'S OKAY	25	12/14/1999
2126442	SWIMWEAR CREATED BY WOMEN FOR WOMEN	25	12/30/1997
2115726	MATCHMAKERS	25	11/25/1997
2115699	TUMMY THINNER	25	11/25/1997
2168287	WE HAVE EVERY BODY ALL FIGURED OUT!	25	6/23/1998

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**TRADEMARK  
REEL: 004567 FRAME: 0292**

2119295	HIP HIDER	25	12/9/1997
2115687	REAL BODIES. REAL SOLUTIONS.	25	11/25/1997
2115686	C CUP AND UP	25	11/25/1997
2115685	SWIM TRENDS	25	11/25/1997
2115684	SLENDER THIGHS	25	11/25/1997
2123172	BUST BUILDER	25	12/23/1997
2149729	IT FIGURES	25	4/7/1998
1980252	LENGTHWISE	25	6/11/1996
2841135	I.F.	25	5/11/2004

**WHEREAS**, AOM HOLDING, LLC, (hereinafter "**Assignee**"), a limited liability company organized and existing under laws of the State of Delaware, having a place of business at 874 Walker Road, Suite C, Kent, Delaware 19904, is desirous of acquiring Assignor's entire right, title, and interest in and to said trademarks for the goods covered by the classes listed herein in the United States, as well as all United States trademark registrations, and pending trademark applications therefore, and the goodwill of the business associated therewith;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, **Assignor** does hereby assign and transfer to **Assignee** all of its rights, title, and interest in and to said trademarks for the goods covered by the classes listed below in the United States, as well as all United States trademark registrations, and pending trademark applications therefore, and the goodwill of the business associated therewith; as

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**TRADEMARK**  
**REEL: 004567 FRAME: 0293**

well as the right to sue for past infringement.

**Assignor** agrees to perform all reasonable and proper acts at the request and expense of **Assignee**, which **Assignee** may require in order to vest all of **Assignor's** rights, title, and interest in and to said trademarks, trademark applications, and trademark registrations in **Assignee** or its successor.

The Assignee hereby accepts all of the Assignor's rights, title and interest in the Marks, and shall have the sole right and responsibility to record and maintain the rights conveyed herein and shall bear any and all costs associated therewith. Assignor makes no representation or warranty, express or implied, at Law or in equity, with respect to the trademarks being assigned, including any warranty with respect to validity, merchantability or fitness for any particular purpose, and all other representations or warranties are hereby expressly disclaimed.

IN WITNESS WHEREOF, the parties' duly authorized representatives have affixed their signatures below:

**It Figures!, LLC**

Dated: 6-6, 2011

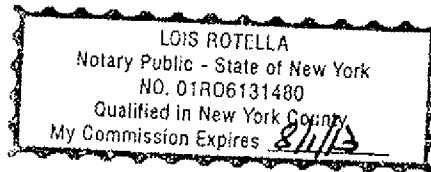
Name: [Signature]

Title: President

State of New York  
County of New York

On this 6 day of June, 2011, before me appeared the person(s) who signed this instrument, who being sworn, acknowledged that ~~he~~ or she signed this instrument as a free act.

[Signature]  
Notary Public



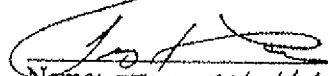
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**TRADEMARK**  
**REEL: 004567 FRAME: 0294**

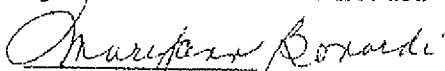
Dated: 6/03, 2011

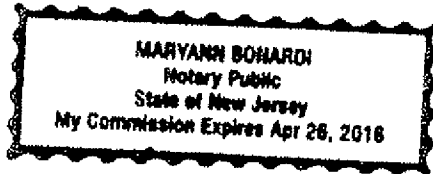
AOM HOLDING, LLC

  
Name: JERRY HACKAY  
Title: MANAGING MEMBER

State of New Jersey  
County of Bergen

On this 3rd day of June, 2011, before me appeared the person(s) who signed this instrument, who being sworn, acknowledged that he or she signed this instrument as a free act.

  
Notary Public



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