

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
Living For Chocolate, LLC		08/01/2011	LIMITED LIABILITY COMPANY: ARIZONA

RECEIVING PARTY DATA

Name:	Archetypes, Inc.
Street Address:	408 West 14th Street, 3rd Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10014
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Serial Number:	77930126	ARCHETYPE
Serial Number:	77930137	ARCHETYPE
Serial Number:	77930144	ARCHETYPE
Serial Number:	77930150	ARCHETYPE
Serial Number:	77930169	ARCHETYPE
Serial Number:	77930181	ARCHETYPE
Serial Number:	77930212	ARCHETYPE
Serial Number:	77930215	ARCHETYPE
Serial Number:	77930222	ARCHETYPE
Serial Number:	77930497	ARCHETYPE
Serial Number:	77930509	ARCHETYPE
Serial Number:	77930531	ARCHETYPE

CORRESPONDENCE DATA

900199538

**TRADEMARK
 REEL: 004603 FRAME: 0076**

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Fax Number: (602)640-9050
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (602) 640-9248
Email: trademarks@omlaw.com
Correspondent Name: John Forster
Address Line 1: c/o Osborn Maledon, PA
Address Line 2: 2929 N. Central Avenue, #2100
Address Line 4: Phoenix, ARIZONA 85012

ATTORNEY DOCKET NUMBER:	14767.5 - ARCHETYPES
NAME OF SUBMITTER:	Jonathan F. Ariano
Signature:	/Jonathan.F.Ariano/
Date:	08/11/2011

Total Attachments: 4
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NOTICE OF ASSIGNMENT OF
TRADEMARKS

NOTICE IS HEREBY GIVEN that LIVING FOR CHOCOLATE, LLC, an Arizona limited liability company ("Assignor") with offices located at 3601 E. Marlette Ave., Paradise Valley, AZ 85253, and ARCHETYPES, INC., a Delaware corporation ("Assignee") with offices located at 408 West 14th Street, 3rd Floor, New York, New York 10014, have entered into an Intellectual Property Assignment Agreement dated as of August 1, 2011 (the "Assignment Agreement").

Pursuant to the Assignment Agreement, the Assignor has conveyed, pledged, assigned and transferred to the Assignee, (a) the registered trademarks and service marks, applications for registration of trademarks and service marks, and licenses of registered trademarks and service marks listed in Schedule A hereto, together with the goodwill of the business symbolized thereby, (b) all actions for infringement concerning the foregoing, and (c) all receivables arising out of the foregoing.

The Commissioner of Patents and Trademarks is requested to record this notice of assignment in its records.

Dated as of: August 1, 2011

ASSIGNOR:

Living for Chocolate, LLC, an Arizona limited liability corporation

By: 
Name: Cristina Carlino
Title: Sole Member

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Schedule A
Intellectual Property
LIVING FOR CHOCOLATE, LLC

SCHEDULE OF REGISTERED INTELLECTUAL PROPERTY RIGHTS

5-259	Archetype	2/8/10 77/930126	NOA issued 8/17/10	Cl. 4 (candle making kits; candles; fire lighters; patio torches)
5-260	Archetype	2/8/10 77/930137	NOA issued 8/17/10	Cl. 8 (disposable razors; disposable tableware, namely, knives, forks and spoons; eyelash curlers; fireplace tool sets sold as a unit; gardening tools, namely, trowels, shears, and manually operated pruners; manicure sets; scissors; tableware, namely, knives, forks and spoons)
5-261	Archetype	2/8/10 77/930144	NOA issued 8/17/10	Cl. 9 (decorative magnets, electric hand-held hair styling irons; eyeglass chains and cords; eyewear; eyewear cases)
5-262	Archetype	2/8/10 77/930150	NOA issued 8/17/10	Cl. 14 (clocks; jewelry; jewelry boxes; jewelry cases; jewelry organizers; watches)
5-263	Archetype	2/8/10 77/930169	NOA issued 8/17/10	Cl. 16 (address books; appointment books; art pads; art paper; artists' brushes; artists' pencils; artists' pens; arts and craft clay kits; arts and craft paint kits; baby books; blank journals; calendars; coloring books; cosmetic pencil sharpeners; crayons; decorative paper bows for wrapping; framed art prints; gift bags; gift boxes; gift cards; gift wrapping paper; greeting cards; letter openers; markers; note cards; paper napkins; paper table linens; photograph albums; printed invitations; scrapbook albums)

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5-264	Archetype	2/8/10 77/930181	NOA issued 8/17/10	Cl. 18 (all-purpose carrying bags; backpacks; briefcases; business card cases; clutch purses; collars for pets; cosmetic bags sold empty; dog clothing; dog leashes; handbags; imitation leather key chains; key cases; key wallets; leather key cases; leather key chains; luggage; luggage tags; umbrellas; wallets; wristlet bags)
5-265	Archetype	2/8/10 77/930212	NOA issued 8/17/10	Cl. 21 (bakeware; baskets of wicker; bath brushes; bath sponges; beverage glassware; bird feeders; bird houses; bowls; bread boxes; brooms; candle holders; candle snuffers; candlesticks; carafes; ceramic figurines; cleaning sponges; coasters, not of paper and other than table linen; containers for household use; cosmetic brushes; decanters; decorative plates; dinnerware; dispensers for facial tissues; dispensers for liquid soap; dispensers for paper towels; disposable dinnerware, namely, plates, serving trays and bowls; dust pans; facial sponges for applying make-up; feather dusters; flower baskets; flower pots; gardening gloves; glass jars; hair brushes; hair combs; laundry baskets; napkin rings; ovenware; pet brushes; pet feeding dishes; pet treat jars; picnic baskets sold empty; plastic water bottles sold empty; salt and pepper mills; salt and pepper shakers; servingware for serving food and drinks; stained glass; vases)
5-266	Archetype	2/8/10 77/930215	NOA issued 8/17/10	Cl. 22 (laundry bags; multi-purpose cloth bags; shoe bags for storage)

5-267	Archetype	2/8/10 77/930222	NOA issued 8/17/10	Cl. 24 (bath gloves; bath linen; bath towels; beach towels; bed blankets; bed pads; bed sheets; bed skirts; bed spreads; bed throws; comforters; coverlets; curtains; handkerchiefs; kitchen linens; kitchen towels; shower curtain liners; shower curtains; table linen; table pads; textile wall hangings; vinyl place mats)
5-268	Archetype	2/8/10 77/930497	NOA issued 8/17/10	Cl. 26 (artificial flower arrangements in containers; artificial fruit; artificial plants; artificial topiaries; artificial wreaths; bows for wrapping; decorative ribbons)
5-269	Archetype	2/8/10 77/930509	NOA issued 8/17/10	Cl. 27 (area rugs; bath mats; door mats; non-textile wall hangings; pet feeding mats; wallcoverings)
5-270	Archetype	2/8/10 77/930531	NOA issued 8/17/10	Cl. 28 (action figures and accessories therefor; bathtub toys; battery operated action toys; bendable toys; board games; bubble making wand and solution sets; card games; children's multiple activity toys; Christmas stockings; Christmas tree ornaments and decorations; Christmas tree skirts; crib toys; dolls and accessories therefor; electronic learning toys; mechanical toys; pet toys; puzzles; stuffed and plush toys; toy animals and accessories therefor; toy bakeware and cookware; toy building blocks)

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