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
LEON HEDVAT		08/12/2011	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	4 PILLAR DYNASTY LLC
Street Address:	246 W. 35TH STREET
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3474524	SWEET JULIET

CORRESPONDENCE DATA

Fax Number: (212)382-0888

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

Phone: (212) 382-0700

Email: smcmahon@ostrolenk.com

Correspondent Name: MAX MOSKOWITZ

Address Line 1: 1180 AVENUE OF THE AMERICAS, 7TH FLOOR

Address Line 2: OSTROLENK FABER LLP

Address Line 4: NEW YORK, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	8/4996-1 V20414
NAME OF SUBMITTER:	MAX MOSKOWITZ
Signature:	/MM/
Date:	08/15/2011

Total Attachments: 1

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TRADEMARK REEL: 004605 FRAME: 0069

ASSIGNMENT & AGREEMENT

WHEREAS, Leon Hedvat, an individual of the United States, with an address at 525 Bryant Avenue, Roslyn Harbor, NY 11576 ("Assignor"), is the current record owner of U.S. Trademark Application Registration No. 3,474,524 for the mark SWEET JULIET and Design in the U.S. Patent and Trademark Office (the "trademark"):

AND WHEREAS, 4 Pillar Dynasty LLC, a limited liability company organized and existing under the laws of the State of New York, with an address at 246 W. 35th Street. New York, New York 10001 ("Assignee"), is desirous of acquiring the trademark and registration thereof, together with the goodwill of the business symbolized by the trademark;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged. Assignor hereby assigns to Assignee all right, title and interest in and to the trademark and registration thereof, together with the goodwill of the business symbolized by the trademark, including the right to file suit to recover damages and profits for past infringement.

IN WITNESS WHEREOF, Assignor has executed this instrument on the date set forth below.

LEON HEDVAT	4 PILLAR DYNASTY LLC
Ву:	By: Leon Hedrat
Date: <u>08-(2-20((</u>	Name: Lean /feduct Title: fieldent Date: 08-12-2011

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RECORDED: 08/15/2011