

**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		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Aldrich Seven, LLC (d/b/a Gaggle of Chicks)		08/24/2011	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Juice in the City, Inc.		
<b>Street Address:</b>	210 West 89th St., Ste. 4A		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10024		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3907902	GAGGLE OF CHICKS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(206)749-9261		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	206-264-3064		
<b>Email:</b>	pkenny@beaconlaw.com		
<b>Correspondent Name:</b>	Pauline Kenny		
<b>Address Line 1:</b>	801 2nd Avenue, Suite 614		
<b>Address Line 4:</b>	Seattle, WASHINGTON 98004		
<b>NAME OF SUBMITTER:</b>	Pauline Kenny		
<b>Signature:</b>	/Pauline Kenny/		
<b>Date:</b>	08/24/2011		
<b>Total Attachments: 1</b>			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made as of August 27, 2011 (the "Effective Date") by Aldrich Seven, LLC (d/b/a Gaggle of Chicks), a Delaware limited liability company (the "Assignor") to Juice in the City, Inc., a Delaware corporation (the "Assignee").

WHEREAS, Assignor has assigned the entire right, title, and interest, in and to the mark GAGGLE OF CHICKS (the "Mark"), including but not limited to the goodwill of the business connected with and symbolized by the Mark, which is registered at the United States Patent and Trademark Office under Registration No. 3,907,902 for "promoting the goods and services of others by providing a website featuring coupons, rebates, price-comparison information, product reviews, links to the retail websites of others, and discount information" (the "Registration"), to Assignee.

WHEREAS, the Assignor and the Assignee are desirous of confirming the assignment of the Mark and the Registration for purposes of filing the same with the United States Patent and Trademark Office and other appropriate governmental offices.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor sold, transferred, assigned, and delivered, and hereby sells, transfers, assigns and delivers unto Assignee, effective as the Effective Date, all right, title and interest in and to the Mark and Registration, together with the goodwill of the business connected with and symbolized by the Mark and Registration, as well as all rights to damages or profits, due or accrued, arising out of past infringement of such service mark or injury to said goodwill and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed on behalf of the Assignor by its duly authorized officer as of the Effective Date.

"ASSIGNOR:"  
ALDRICH SEVEN, LLC  
(d/b/a Gaggle of Chicks),  
a Delaware corporation

By: M. H. R. E. S.  
Its: CEO