

**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
	Ruthy Emsallem		09/12/2011
			INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Sister Sam, LLC		
Street Address:	2150 East 10th Street		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90021		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3455312	BAILEY 44
CORRESPONDENCE DATA			
Fax Number:	(818)705-8926		
Email:	kmarshall@wccelaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Kathryn Suarez Marshall		
Address Line 1:	5567 Reseda Blvd.		
Address Line 2:	Suite 330		
Address Line 4:	Tarzana, CALIFORNIA 91356		
ATTORNEY DOCKET NUMBER:	BAILEY 44		
NAME OF SUBMITTER:	Kathryn Suarez Marshall		
Signature:	/ksm/		
Date:	09/14/2011		
Total Attachments: 2 source=BAILEY44assignment#page1.tif source=BAILEY44assignment#page2.tif			

OP \$40.00 3455312

## TRADEMARK ASSIGNMENT

WHEREAS, RUTHY EMSALLEM, an individual with an address of 860 South Los Angeles Street, Suite 410, Los Angeles California 90014 ("Assignor") has adopted and used the trademark BAILEY 44 of United States Patent and Trademark Office Registration No. 3455312 ("the "Trademark"); and

WHEREAS, SISTER SAM, LLC organized and existing under the laws of the State of California, with its principal place of business at 2150 East 10th Street Los Angeles, California 90021 ("Assignee"), is desirous of acquiring any and all rights that Assignor may have throughout the world in and to the Trademark and the applications and registrations therefore, together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, throughout the world along with the right to recover for damages and profits for any past, present, or future infringements thereof;

NOW, THEREFORE, for one dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all of Assignor's rights, title, and interest in and to the Trademark and the registration therefor, together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, throughout the world, along with the right to recover for damages and profits for past, present, or future infringements thereof.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Trademark to the Assignee and/or provide evident to support any of the foregoing in the event such evidence is necessary to effectuate the assignment, to the extent such evidence is in the possession or control of Assignor.

Dated this 12<sup>th</sup> day of Sept, 2011

Dated this 12<sup>th</sup> day of Sept, 2011

ASSIGNOR: RUTHY EMSALLEM

ASSIGNEE: SISTER SAM, LLC

BY: Ruthy Emsallem  
Name:  
Title:

BY: Joe Teasoul  
Name: JOE TEASOUL/ST  
Title: CEO