

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
Karena Sahaidachny		09/11/2011	INDIVIDUAL: UNITED STATES
Katrina Hodgson		09/11/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Tone It Up, LLC		
Composed Of:	COMPOSED OF Karena Sahaidachny and Katrina Hodgson		
Street Address:	3234 Hermosa Ave.		
City:	Lower Hermosa Beach		
State/Country:	CALIFORNIA		
Postal Code:	90254		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85013267	TONE IT UP	
CORRESPONDENCE DATA			
Fax Number:	(424)744-8256		
Email:	rafa@rgattomey.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:	Raphael A. Gutierrez		
Address Line 1:	751 Sunset Ave. Suite 200		
Address Line 4:	Venice, CALIFORNIA 90291		
ATTORNEY DOCKET NUMBER:	1020.103		
NAME OF SUBMITTER:	Raphael A. Gutierrez		
Signature:	/Raphael A. Gutierrez/		

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**TRADEMARK
 REEL: 004625 FRAME: 0354**

Date:

09/16/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the 1st day of January, 2011, by and between, on the one hand, Karena Sahaidachny, a California resident and Katrina Hodgson, a California resident (collectively referred to hereinafter as "ASSIGNORS"), and, on the other hand, Tone It Up, LLC, a California limited liability company, having a place of business at 3234 Hermosa Ave., Lower Hermosa Beach, CA 90254 (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNORS have adopted, used, are using, and are, to the best of their knowledge and belief, the owner of the trademark listed in Schedule A, attached hereto and incorporated herein by this reference (hereinafter referred to as "Trademark");

WHEREAS, ASSIGNORS have acquired goodwill associated with and symbolized by said Trademark and have not abandoned the same;

WHEREAS, ASSIGNORS are the owners of a federal trademark application relating to the Trademark listed in Schedule B, attached hereto and incorporated herein by reference (hereinafter referred to as the "Application") and ASSIGNORS have filed a Statement of Use for the Class 9 goods in the Application on April 5, 2011;

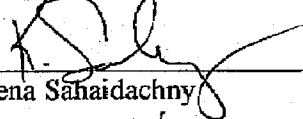
WHEREAS, ASSIGNEE is the successor to the ASSIGNORS' business, which is ongoing and existing;

WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the Trademark and Application in the United States; and

WHEREAS, ASSIGNORS are willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNORS may possess in and to the Trademark and Application in the United States;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS hereby assign to ASSIGNEE all rights, title, and interest as ASSIGNORS may possess in and to the Trademark set forth in Schedule A and the Application set forth in Schedule B, together with the goodwill symbolized by said Trademark and Application in the United States, concurrent with the transfer of certain tangible assets as indicia of said goodwill.

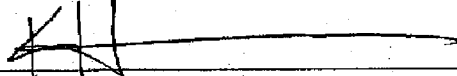
ASSIGNORS:



Karena Sahaidachny

Date: 9/11/11

and



Katrina Hodgson

Date: 9/11/11

ASSIGNEE:

By: 

Name: Karena Sahaidachny

Title: Co-Owner

Date: 9/11/11

SCHEDULE A
TO TRADEMARK ASSIGNMENT

Trademark: TONE IT UP

SCHEDULE B
TO TRADEMARK ASSIGNMENT

Federal Trademark Application:

<u>MARK</u>	<u>APP. NO.</u>	<u>FILING. DATE</u>	<u>INTL. CLASSES</u>
TONE IT UP	85/013,267	April 13, 2010	9 and 41