

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
Robyn Sue Goldman		12/02/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Smitten Ventures, Inc.		
Street Address:	225 Downey Street		
Internal Address:	#1		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94117		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85453809	KELVIN	
Registration Number:	3998592	SMITTEN	
CORRESPONDENCE DATA			
Fax Number:	(513)241-6234		
Phone:	5132412324		
Email:	ksmith@whe-law.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 E. Smith, Wood Herron & Evans		
Address Line 1:	441 Vine Street		
Address Line 2:	2700 Carew Tower		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	ROGO-01-128		
NAME OF SUBMITTER:	Kathryn E. Smith		

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**TRADEMARK
 REEL: 004674 FRAME: 0832**

Signature:	/Kathryn E. Smith/
Date:	12/08/2011
Total Attachments: 2 source=2011 12 02 TradeMark Assignment#page1.tif source=2011 12 02 TradeMark Assignment#page2.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is entered into as of this 2nd day of December, 2011, by and between Robyn Sue Goldman, an individual and U.S. citizen, with an address of 225 Downey Street, #1, San Francisco, California 94117 ("Assignor"), and Smitten Ventures, Inc., a Delaware corporation with an address of 225 Downey Street, #1, San Francisco, California 94117 ("Assignee").

WHEREAS, Assignor has adopted, used, and is presently using the mark **KELVIN** and is the owner of an application for the mark which is pending in the United States Patent and Trademark Office as Application Serial No. 85/453,809;

WHEREAS, Assignor has adopted, used, and is presently using the mark **SMITTEN** and is the owner of a federal registration for the mark in the United States Patent and Trademark Office, U.S. Registration No. 3,998,592 (hereinafter the **KELVIN** and **SMITTEN** marks are collectively referred to as the "Trademarks");

WHEREAS, Assignor is the owner of certain goodwill symbolized by the Trademarks, including any and all common law rights in and to the Trademarks, the applications therefor and the resulting registrations thereof; and

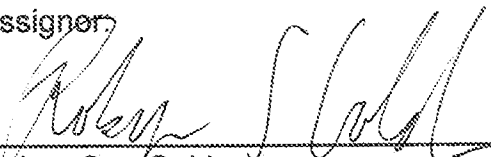
WHEREAS, Assignee is desirous of acquiring said Trademarks, all rights therein, and any and all goodwill associated therewith, including the applications therefor and the resulting registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee all right, title and interest in and to said Trademarks, together with the goodwill of the business symbolized by the Trademarks, all rights therein, and all rights related thereto.

This Assignment shall be binding upon the successors, assignees and other legal representatives of Robyn Sue Goldman as Assignor, and shall inure to the benefit of the successors, assigns, and other legal representatives of Smitten Ventures, Inc. as Assignee.

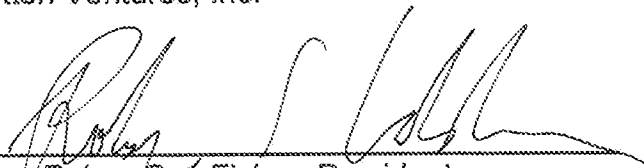
IN WITNESS WHEREOF, the parties have executed this Assignment as of the date first written above, on which date this Assignment shall be deemed effective.

Assignor:



Robyn Sue Goldman

Agreed to and Accepted By Assignee:
Smitten Ventures, Inc.

By: 

Robyn Sue Fisher, President