

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
Living for Chocolate, LLC		01/25/2012	LIMITED LIABILITY COMPANY: ARIZONA

RECEIVING PARTY DATA	
Name:	Archetypes, Inc.
Street Address:	408 W. 14th Street
Internal Address:	3rd Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10014
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 12		
Property Type	Number	Word Mark
Serial Number:	77930126	ARCHETYPE
Serial Number:	77930137	ARCHETYPE
Serial Number:	77930144	ARCHETYPE
Serial Number:	77930150	ARCHETYPE
Serial Number:	77930169	ARCHETYPE
Serial Number:	77930181	ARCHETYPE
Serial Number:	77930212	ARCHETYPE
Serial Number:	77930215	ARCHETYPE
Serial Number:	77930222	ARCHETYPE
Serial Number:	77930497	ARCHETYPE
Serial Number:	77930509	ARCHETYPE
Serial Number:	77930531	ARCHETYPE

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CORRESPONDENCE DATA

Fax Number: (602)640-9050
Phone: (602) 640-9381
Email: trademarks@omlaw.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Danielle D. Janitch, Osborn Maledon, P.A
Address Line 1: 2929 N. Central Ave., Ste. 2100
Address Line 4: Phoenix, ARIZONA 85012

ATTORNEY DOCKET NUMBER:	14767.5
NAME OF SUBMITTER:	Danielle D. Janitch
Signature:	/danielle.d.janitch/
Date:	01/30/2012
Total Attachments: 1 source=Trademark Assignment - Living for Chocolate to Archetypes Jan 24, 2012#page1.tif	

ASSIGNMENT

WHEREAS, Living for Chocolate, LLC, an Arizona limited liability company ("Assignor"), located at 3601 East Marlette Ave, Paradise Valley, Arizona 85253, has intended to use the marks identified below in interstate commerce and has filed applications with the United States Patent and Trademark Office based on her bona fide intent to use the mark in commerce, but has not yet filed an allegation of use of the mark under §§1 (c) or 1(d) of the Trademark Act;

<u>TRADEMARK</u>	<u>SERIAL NUMBER</u>	<u>FILING DATE</u>
ARCHETYPE	77/930126	2/8/10
ARCHETYPE	77/930137	2/8/10
ARCHETYPE	77/930144	2/8/10
ARCHETYPE	77/930150	2/8/10
ARCHETYPE	77/930169	2/8/10
ARCHETYPE	77/930181	2/8/10
ARCHETYPE	77/930212	2/8/10
ARCHETYPE	77/930215	2/8/10
ARCHETYPE	77/930222	2/8/10
ARCHETYPE	77/930497	2/8/10
ARCHETYPE	77/930509	2/8/10
ARCHETYPE	77/930531	2/8/10

WHEREAS, Assignor is assigning the mark identified above as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. §1060;

WHEREAS, Archetypes, Inc., a Delaware corporation ("Assignee"), located at 408 West 14th Street, 3rd Floor, New York, New York 10014, has acquired the entire business or portion thereof to which the marks pertain as required by 15 U.S.C. §1060, and is desirous of acquiring said trademarks and the pending intent-to-use applications therefor;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the above-identified trademark and the goodwill of business symbolized thereby.

DATED as of January 25, 2012.

Living for Chocolate, LLC

By: 
Name: Cristina M. Carlino
Title: Sole Member