

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Archetypes, Inc.		01/31/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Living for Chocolate, LLC
Street Address:	P.O. Box 398
City:	Sagaponack
State/Country:	NEW YORK
Postal Code:	11962
Entity Type:	LIMITED LIABILITY COMPANY: ARIZONA

PROPERTY NUMBERS Total: 21

Property Type	Number	Word Mark
Serial Number:	85494201	ARCHEBOOKS
Serial Number:	85500285	ARCHECHILD
Serial Number:	85489765	ARCHEDIET
Serial Number:	85489419	ARCHEMATE
Serial Number:	85489475	ARCHESCOPE
Serial Number:	85500279	ARCHESTAR
Serial Number:	85489652	ARCHESTYLE
Serial Number:	85489261	ARCHETRADE
Serial Number:	85494170	ARCHETUNES
Serial Number:	77930126	ARCHETYPE
Serial Number:	77930137	ARCHETYPE
Serial Number:	77930144	ARCHETYPE
Serial Number:	77930150	ARCHETYPE
Serial Number:	77930169	ARCHETYPE

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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

CORRESPONDENCE DATA

Fax Number: (602)640-9050

Phone: 602-640-9232

Email: rcourtney@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: William M Hardin c/o Osborn Maledon, PA

Address Line 1: 2929 North Central Avenue, Suite 2100

Address Line 4: Phoenix, ARIZONA 85012

NAME OF SUBMITTER:	Rachelle Courtney
Signature:	/RCourtney/
Date:	02/28/2012

Total Attachments: 10

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NOTICE OF SECURITY INTEREST IN
TRADEMARKS

NOTICE IS HEREBY GIVEN that ARCHETYPES, INC., a Delaware corporation ("Company") with offices located at 408 West 14th Street, 3rd Floor, New York, New York 10014, and LIVING FOR CHOCOLATE, LLC, acting as Collateral Agent on behalf of certain Investors (the "Secured Party") with an address at P.O. Box 398. Sagaponack, NY 11962, have entered into an Amended and Restated Security Agreement dated as of January 31, 2012 (the "Security Agreement").

Pursuant to the Security Agreement, the Company has pledged, assigned and transferred to the Secured Party, and has granted to the Secured Party, a security interest in, (a) the registered trademarks and service marks, applications for registration of trademarks and service marks, and licenses of registered trademarks and service marks listed in Schedule A hereto, together with the goodwill of the business symbolized thereby, (b) all actions for infringement concerning the foregoing, and (c) all receivables arising out of the foregoing, to secure the payment, performance and observance of the Obligations as defined in the Security Agreement.

The Commissioner of Patents and Trademarks is requested to record this notice in its records.

Dated as of: January 31, 2012

Schedule A
Intellectual Property
ARCHETYPES, INC.

SCHEDULE OF REGISTERED INTELLECTUAL PROPERTY RIGHTS

File No.	Mark	Filing Date/ SN	History	Comments
115-59	Archebooks	12/13/11 85/494201	Notice of Pseudo Mark 12/20/11	Cls. 16, 35, 41, 45 (Cl. 16: Magazines in the field of recommending books to consumers according to their lifestyle and personality; Series of non-fiction books in the field of recommending books to consumers according to their lifestyle and personality; Cl. 35: On-line retail store services featuring books; Cl. 41: Conducting workshops and seminars in the field of recommending books to consumers according to their lifestyle and personality; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field of recommending books to consumers according to their lifestyle and personality; Cl. 45: Consulting services in the nature of recommending books to consumers according to their lifestyle and personality)

File No.	Mark	Filing Date/ SN	History	Comments
115-65	Archechild	12/20/11 85/500285		<p>Cls. 4, 16, 25, 35, 41, 45 (Cl. 4: Candle-making kits; Candles; Fire lighters; Patio torches; Cl. 16: Magazines in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and books; Series of non-fiction books in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and books; Cl. 25: Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; Cl. 35: Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; Cl. 41: Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and books; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field(s) of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and books; Cl. 45: Personal lifestyle consulting services)</p> <p style="text-align: right;">TRADEMARK</p>

File No.	Mark	Filing Date/ SN	History	Comments
115-53	Archediet	12/7/11 85/489765	Notice of Pseudo Mark 12/13/11	<p>Cls. 5, 16, 28, 29, 30, 32, 41, 44 (Cl. 5: Herbal supplements; Meal replacement bars; Nutritional shakes for use as a meal substitute; Nutritional supplements; Cl. 16: Magazines in the field of nutrition and fitness; Series of non-fiction books in the field of nutrition and fitness; Cl. 28: Exercise equipment, namely, equipment for exercise of the abdomen, thighs, calves, buttocks, back, chest, shoulders, arms, forearms, neck, and facial muscles; Manually-operated exercise equipment; Cl. 29: Dairy-based beverages; Fruit chips; Milk proteins; Nut and seed-based snack bars; Potato chips; Processed fruit- and nut-based food bars; Protein based, nutrient-dense snack bars; Protein based, nutrient-dense snack foods; Refrigerated food package combinations consisting primarily of meat, cheese or processed vegetables for purposes of creating a sandwich; Salads except macaroni, rice, and pasta salad; Snack dips; Snack mix consisting of primarily of processed nuts, seeds, dried fruit and also including chocolate; Soy chips; Soy protein for use as a food additive; Soy-based food bars; Vegetable chips; Yogurt drinks; Yogurts; Frozen or packaged meals consisting primarily of meat, fish, poultry or vegetables; Cl. 30: Coffee; Ice cream drinks; Shakes; Tea; Cl. 32: Fruit drinks and fruit juices; Soft drinks, namely, non-carbonated soft drinks; Cl. 41: Conducting workshops and seminars in the fields of nutrition and fitness; Personal fitness training services and consultancy; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field(s) of nutrition and fitness; Cl. 44: Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition)</p>

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File No.	Mark	Filing Date/ SN	History	Comments
115-54	Archemate	12/7/11 85/489419	Notice of Pseudo Mark 12/13/11	Cls. 16, 41, 45 (Cl. 16: Magazines in the field of sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating; Series of non-fiction books in the field of sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating; Cl. 41: Conducting workshops and seminars in the fields of sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field(s) of sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating; Cl. 45: Computer dating services; Consulting in the field of personal relationships; Matchmaking services)
115-55	Archescope	12/7/11 85/489475	Notice of Pseudo Mark 12/13/11	Cls. 16, 41, 45 (Cl. 16: Magazines in the fields of spirituality, personality identification and matching, horoscopes and astrology; Series of non-fiction books in the fields of spirituality, personality identification and matching, horoscopes and astrology; Cl. 41: Conducting workshops and seminars in the fields of spirituality, personality identification and matching, horoscopes and astrology; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of spirituality, personality identification and matching, horoscopes and astrology; Cl. 45: Personal consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology)

File No.	Mark	Filing Date/ SN	History	Comments
115-64	Archestar	12/20/11 85/500279		<p>Cls. 4, 16, 25, 35, 41, 45 (Cl. 4: Candle-making kits; Candles; Fire lighters; Patio torches; Cl. 16: Magazines in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and books; Series of non-fiction books in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and books; Cl. 25: Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; Cl. 35: Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; Cl. 41: Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and books; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field(s) of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and books; Cl. 45: Personal lifestyle consulting services)</p> <p style="text-align: right;">TRADEMARK</p>

File No.	Mark	Filing Date/ SN	History	Comments
115-56	Archestyle	12/7/11 85/489652	Notice of Pseudo Mark 12/13/11	Cls. 16, 25, 41, 45 (Cl. 16: Magazines in the field of fashion; Series of non-fiction books in the field of fashion; Cl. 25: Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; Cl. 41: Conducting workshops and seminars in the field of fashion; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field(s) of fashion; Cl. 45: Fashion consulting services)
115-60	Archetrade	12/7/11 85/489261	Notice of Pseudo Mark 12/20/11	Cl. 35 (Providing an on-line trading forum for people to trade apparel, footwear, books, and other general merchandise and media with other members)
115-58	Archetunes	12/13/11 85/494170	Notice of Pseudo Mark 12/20/11	Cls. 16, 35, 41, 45 (Cl. 16: Magazines in the field of recommending music to consumers according to their lifestyle and personality; Series of non-fiction books in the field of recommending music to consumers according to their lifestyle and personality; Cl. 35: On-line retail store services featuring downloadable pre-recorded music and video; Cl. 41: Conducting workshops and seminars in the field of recommending music to consumers according to their lifestyle and personality; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field of recommending music to consumers according to their lifestyle and personality; Cl. 45: Consulting services in the nature of recommending music to consumers according to their lifestyle and personality)

File No.	Mark	Filing Date/ SN	History	Comments
5-259	Archetype	2/8/10 77/930126	NOA issued 8/17/10	Cl. 4 (candle making kits; candles; fire lighters; patio torches)
5-260	Archetype	2/8/10 77/930137	NOA issued 8/17/10	Cl. 8 (disposable razors; disposable tableware, namely, knives, forks and spoons; eyelash curlers; fireplace tool sets sold as a unit; gardening tools, namely, trowels, shears, and manually operated pruners; manicure sets; scissors; tableware, namely, knives, forks and spoons)
5-261	Archetype	2/8/10 77/930144	NOA issued 8/17/10	Cl. 9 (decorative magnets, electric hand-held hair styling irons; eyeglass chains and cords; eyewear; eyewear cases)
5-262	Archetype	2/8/10 77/930150	NOA issued 8/17/10	Cl. 14 (clocks; jewelry; jewelry boxes; jewelry cases; jewelry organizers; watches)
5-263	Archetype	2/8/10 77/930169	NOA issued 8/17/10	Cl. 16 (address books; appointment books; art pads; art paper; artists' brushes; artists' pencils; artists' pens; arts and craft clay kits; arts and craft paint kits; baby books; blank journals; calendars; coloring books; cosmetic pencil sharpeners; crayons; decorative paper bows for wrapping; framed art prints; gift bags; gift boxes; gift cards; gift wrapping paper; greeting cards; letter openers; markers; note cards; paper napkins; paper table linens; photograph albums; printed invitations; scrapbook albums)
5-264	Archetype	2/8/10 77/930181	NOA issued 8/17/10	Cl. 18 (all-purpose carrying bags; backpacks; briefcases; business card cases; clutch purses; collars for pets; cosmetic bags sold empty; dog clothing; dog leashes; handbags; imitation leather key chains; key cases; key wallets; leather key cases; leather key chains; luggage; luggage tags; umbrellas; wallets; wristlet bags)

File No.	Mark	Filing Date/ SN	History	Comments
5-265	Archetype	2/8/10 77/930212	NOA issued 8/17/10	Cl. 21 (bakeware; baskets of wicker; bath brushes; bath sponges; beverage glassware; bird feeders; bird houses; bowls; bread boxes; brooms; candle holders; candle snuffers; candlesticks; carafes; ceramic figurines; cleaning sponges; coasters, not of paper and other than table linen; containers for household use; cosmetic brushes; decanters; decorative plates; dinnerware; dispensers for facial tissues; dispensers for liquid soap; dispensers for paper towels; disposable dinnerware, namely, plates, serving trays and bowls; dust pans; facial sponges for applying make-up; feather dusters; flower baskets; flower pots; gardening gloves; glass jars; hair brushes; hair combs; laundry baskets; napkin rings; ovenware; pet brushes; pet feeding dishes; pet treat jars; picnic baskets sold empty; plastic water bottles sold empty; salt and pepper mills; salt and pepper shakers; servingware for serving food and drinks; stained glass; vases)
5-266	Archetype	2/8/10 77/930215	NOA issued 8/17/10	Cl. 22 (laundry bags; multi-purpose cloth bags; shoe bags for storage)
5-267	Archetype	2/8/10 77/930222	NOA issued 8/17/10	Cl. 24 (bath gloves; bath linen; bath towels; beach towels; bed blankets; bed pads; bed sheets; bed skirts; bed spreads; bed throws; comforters; coverlets; curtains; handkerchiefs; kitchen linens; kitchen towels; shower curtain liners; shower curtains; table linen; table pads; textile wall hangings; vinyl place mats)
5-268	Archetype	2/8/10 77/930497	NOA issued 8/17/10	Cl. 26 (artificial flower arrangements in containers; artificial fruit; artificial plants; artificial topiaries; artificial wreaths; bows for wrapping; decorative ribbons)

File No.	Mark	Filing Date/ SN	History	Comments
5-269	Archetype	2/8/10 77/930509	NOA issued 8/17/10	Cl. 27 (area rugs; bath mats; door mats; non-textile wall hangings; pet feeding mats; wallcoverings)
5-270	Archetype	2/8/10 77/930531	NOA issued 8/17/10	Cl. 28 (action figures and accessories therefor; bathtub toys; battery operated action toys; bendable toys; board games; bubble making wand and solution sets; card games; children's multiple activity toys; Christmas stockings; Christmas tree ornaments and decorations; Christmas tree skirts; crib toys; dolls and accessories therefor; electronic learning toys; mechanical toys; pet toys; puzzles; stuffed and plush toys; toy animals and accessories therefor; toy bakeware and cookware; toy building blocks)

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