

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Jen + Jess Inc.		10/26/2011	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Personal Retailing Inc.		
<b>Street Address:</b>	302 Carmalita Court		
<b>City:</b>	Alamo		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94507		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85455857	FABKIDS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(317)231-7433		
<b>Phone:</b>	3172311313		
<b>Email:</b>	jgard@btlaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Julia Spoor Gard		
<b>Address Line 1:</b>	11 South Meridian Street		
<b>Address Line 2:</b>	Barnes & Thornburg LLP		
<b>Address Line 4:</b>	INDIANAPOLIS, INDIANA 46204		
<b>ATTORNEY DOCKET NUMBER:</b>	54756-21946		
<b>NAME OF SUBMITTER:</b>	Julia Spoor Gard		
<b>Signature:</b>	/jsg/		

CH \$40.00 85455857

Date:

03/22/2012

Total Attachments: 4

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**State of California**  
**Secretary of State**

**NAME CHANGE**  
**CERTIFICATE OF QUALIFICATION**

**C3383217**

I, DEBRA BOWEN, Secretary of State of the State of California, hereby certify that on the **26th day of October, 2011**, there was filed in this office an Amended Statement and Designation by Foreign Corporation whereby the corporate name of **JEN + JESS INC.**, a corporation organized and existing under the laws of **Delaware**, was changed to **PERSONAL RETAILING INC.**. This corporation complied with the requirements of California law in effect on that date for the purpose of qualifying to transact intrastate business in the State of California and as of said date has been and is qualified and authorized to transact intrastate business in the State of California, subject however, to any licensing requirements otherwise imposed by the laws of this State.

**IN WITNESS WHEREOF**, I execute this certificate and affix the Great Seal of the State of California this day of October 27, 2011.



*Debra Bowen*

**DEBRA BOWEN**  
Secretary of State

**ENDORSED - FILED**  
in the office of the Secretary of State  
of the State of California

OCT 26 2011

**AMENDED STATEMENT BY  
FOREIGN CORPORATION**

Personal Retailing Inc.  
\_\_\_\_\_  
(Name of Corporation)

\_\_\_\_\_, a corporation organized

and existing under the laws of Delaware, and which is presently  
(State or Place of Incorporation)

qualified for the transaction of intrastate business in the State of California, makes the  
following statement:

That the name of the corporation has been changed to that hereinabove set forth and  
that the name relinquished at the time of such change was Jen + Jess Inc.

\_\_\_\_\_  
\_\_\_\_\_

Personal Retailing Inc.  
\_\_\_\_\_  
(Name of Corporation)

  
\_\_\_\_\_  
(Signature of Corporate Officer)

Andrew J. Moss, President & CEO  
\_\_\_\_\_  
(Typed Name and Title of Officer Signing)

# Delaware

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*The First State*

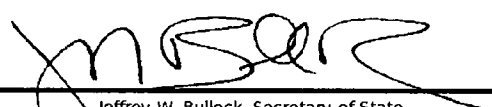
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE SAID "JEN + JESS INC.", FILED A CERTIFICATE OF AMENDMENT, CHANGING ITS NAME TO "PERSONAL RETAILING INC.", THE TWENTY-FIFTH DAY OF OCTOBER, A.D. 2011, AT 4:20 O'CLOCK P.M.



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You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 9115963

DATE: 10-26-11

TRADEMARK  
REEL: 004741 FRAME: 0461



I hereby certify that the foregoing transcript of 2 page(s) is a full, true and correct copy of the original record in the custody of the California Secretary of State's office.

OCT 27 2011

Date: \_\_\_\_\_

*Debra Bowen*

DEBRA BOWEN, Secretary of State

TRADEMARK