

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																														
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL																														
CONVEYING PARTY DATA																															
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CORRESPONDENCE DATA																															
<p>Fax Number: 8015660750 <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Phone: 801-566-6633 Email: andrea.phillips@tnw.com Correspondent Name: Erik S. Ericksen Address Line 1: 8180 S. 700 E., Suite 350 Address Line 4: Sandy, UTAH 84070</p>																															
ATTORNEY DOCKET NUMBER:	3172-013.TM																														
NAME OF SUBMITTER:	Erik S. Ericksen																														
Signature:	/eriksericksen/																														

OP \$40.00 85128310

Date:

05/08/2012

Total Attachments: 2

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WHEN RECORDED RETURN TO:

ATTORNEY DOCKET NO. 3172-013.TM

Erik S. Ericksen, M.S.
THORPE NORTH & WESTERN, LLP
P.O. BOX 1219
SANDY, UTAH 84091-1219

ASSIGNMENT

WHEREAS, Hansen & Taylor Investment Group, LLC, (hereinafter referred to as "ASSIGNOR"), a Limited Liability Company duly organized and existing under the laws of the State of Utah, having a principal business office at 483 S. 1300 E., Provo, Utah 84606, is the owner of all right, title, and interest in and to the trademark **FLIRTY APRONS** (hereinafter referred to as the "Mark") which is filed with the U.S. Patent and Trademark Office under Serial No. 85/128,310, having a filing date of September 13, 2010 and which is registered as U.S. Registration 3977032 (hereinafter referred to as the "registration"); and

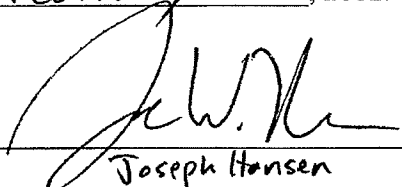
WHEREAS, Simple Products Corporation, dba Flirty Aprons, (hereinafter referred to as "ASSIGNEE"), a corporation duly organized and existing under the laws of the State of Utah, having a principal business office at 138 E. 12300 S. Suite C-165, Draper, Utah 84020, is desirous of acquiring all right, title and interest in and to the Mark held by ASSIGNOR, and the above-identified registration;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the ASSIGNOR by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Mark, the above-identified registration, and any registrations issuing therefrom, together with the goodwill of the business symbolized by and associated with the Mark.

The ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registration of the Mark to the ASSIGNEE as the owner of the entire interest of said Mark, for the sole use and benefit of the said ASSIGNEE, its successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon any and all successors of the ASSIGNOR.

EFFECTIVE as of this 7 day of February, 2012.


By: Joseph Hansen
Title: CEO
Hansen & Taylor Investment Group, LLC