

## 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
Hansen & Taylor Investment Group, LLC		02/07/2012	LIMITED LIABILITY COMPANY: UTAH
RECEIVING PARTY DATA			
Name:	Simple Products Corporation		
Doing Business As:	Flirty Aprons		
Street Address:	138 E. 12300 S. Suite C-165		
City:	Draper		
State/Country:	UTAH		
Postal Code:	84020		
Entity Type:	CORPORATION: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77435528	FLIRTY APRONS	
CORRESPONDENCE DATA			
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>			
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		
ATTORNEY DOCKET NUMBER:	3172-014.TM		
NAME OF SUBMITTER:	Erik S. Ericksen		
Signature:	/eriksericksen/		

OP \$40.00 77435528

Date:

05/08/2012

Total Attachments: 2

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WHEN RECORDED RETURN TO:

ATTORNEY DOCKET NO. 3172-014.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. 77/435,528, having a filing date of March 31, 2008 and which is registered as U.S. Registration No. 3617240 (hereinafter referred to as the "registration"); and

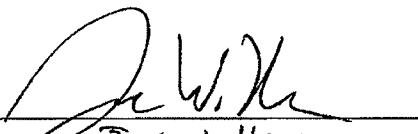
WHEREAS, Simple Products Corporation, dba Flirty Aprons, (hereinafter referred to as "ASSIGNEE"), a corporation duly organized and existing under the laws of the State of Utah, having a principal business office at 138 E. 12300 S. Suite C-165, Draper, Utah 84020, is desirous of acquiring all right, title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