

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	MADAME C.J. WALKER ENTERPRISES, INC.		05/10/2012
			Entity Type
			CORPORATION: INDIANA
RECEIVING PARTY DATA			
Name:	VIDAME ENTERPRISES INC.		
Doing Business As:	MADAME C.J. WALKER ENTERPRISES, INC.		
Street Address:	P.O. BOX 18447		
City:	INDIANAPOLIS		
State/Country:	INDIANA		
Postal Code:	46218		
Entity Type:	CORPORATION: INDIANA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	2300025	MADAME C. J. WALKER
CORRESPONDENCE DATA			
Fax Number:	3175691293		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	3175691200		
Email:	adavis@d-slaw.com		
Correspondent Name:	P. Adam Davis		
Address Line 1:	9000 Keystone Crossing, Suite 660		
Address Line 4:	Indianapolis, INDIANA 46240		
ATTORNEY DOCKET NUMBER:	MSJWE		
NAME OF SUBMITTER:	P. Adam Davis		
Signature:	/P. Adam Davis/		
Date:	05/10/2012		
Total Attachments: 1 source=MCJWE to VE ASSIGNMENT#page1.tif			

OP \$40.00 2300025

TRADEMARK ASSIGNMENT AGREEMENT

This is a Trademark Assignment Agreement by and between **MADAME C.J. WALKER ENTERPRISES, INC.**, an Indiana corporation, ("Assignor") and **VIDAME ENTERPRISES, INC.**, an Indiana corporation, f/n/a **MADAME C.J. WALKER ENTERPRISES, INC.** ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest, including, without limitation, common law trademark rights, in and to the trademark "MADAME C.J. WALKER" including, without limitation, the federal registration for the "MADAME C.J. WALKER" trademark in the United States Patent and Trademark Office (Registration No. 2300025 dated December 14, 1999) (the "Mark");

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Mark, together with the goodwill symbolized by said Mark, and Assignor hereby agrees to take such other actions as are reasonably necessary to transfer and assign the Mark to Assignee.

IN WITNESS WHEREOF, this Assignment is executed by the undersigned this 10th day of May, 2012.

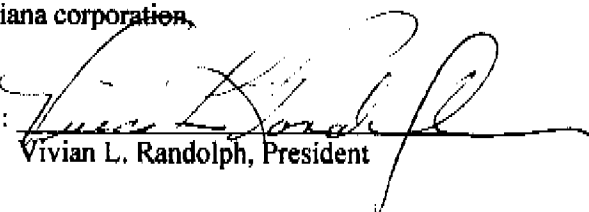
Assignor

**MADAME C.J. WALKER
ENTERPRISES, INC.**, an Indiana
corporation,

By: 
Vivian L. Randolph, President

Assignee

VIDAME ENTERPRISES, INC., an
Indiana corporation,

By: 
Vivian L. Randolph, President