

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
My Skinny Group Ltd		05/07/2012	LIMITED LIABILITY COMPANY: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Eximp Ltd		
Street Address:	28 Knighton Road		
City:	Leicester		
State/Country:	UNITED KINGDOM		
Postal Code:	LE2 3HH		
Entity Type:	LIMITED LIABILITY COMPANY: UNITED KINGDOM		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85353703	MY SKINNY	
Serial Number:	76710228	MY SKINNY RICE	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	512-560-4950		
Email:	mark@trademarkfalkin.com		
Correspondent Name:	Mark Falkin		
Address Line 1:	2605 W. 49 1/2 Street		
Address Line 4:	Austin, TEXAS 78731		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

OP \$65.00 85353703

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Mark Falkin

Signature:

/mf/

Date:

05/31/2012

Total Attachments: 2

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ASSIGNMENT AGREEMENT

MADE AND ENTERED INTO BY AND BETWEEN:

My Skinny Group Ltd of 28 Knighton Road, Leicester, LE2 3HH
(the "Assignor")

and

Eximp Ltd of 28 Knighton Road, Leicester, LE2 3HH
(the "Assignee")

WHEREAS the Assignor is the proprietor of the following trademarks:

USA

- 85353703 MY SKINNY in classes 30, 31
- 76710228 MY SKINNY RICE in class 30

AND WHEREAS the parties hereto have agreed to the assignment of the above mentioned trademark to the Assignee.

NOW THEREFORE THESE PRESENT WITNESS:

The Assignor hereby assigns with full title guarantee all of its right, title and interest in the Trade Mark, including all statutory and common-law rights attaching thereto, to the Assignee absolutely together with all rights to sue for damages and other remedies in respect of past infringements, passing-off or any other cause of action arising in relation thereto.

For the avoidance of doubt, the Trade Mark (and the related goodwill thereto) is assigned by the Assignor to the Assignee pursuant to this Assignment Agreement.

The Assignment will be taken to be effective as from 7 May 2012.

The Assignor warrants to the Assignee and confirms that the Trademark is owned by the Assignor and that the exercise by the Assignee of these will not infringe the rights of any third party.

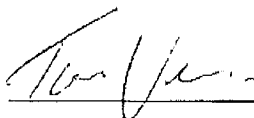
The Assignor warrants to the Assignee and confirms that it has not granted or assigned rights of any nature under the Trade Mark or Domain Name to any third party whatsoever in any part of the world.

The Assignor confirms that the Assignee or their legal representative is authorised to sign on behalf of the Assignor all forms and documents that are required by the USPTO to record this assignment at that Registry.

This Assignment shall be governed by English law in every particular including formation and the parties agree to submit to the exclusive jurisdiction of the courts of England and Wales.

THUS DONE and SIGNED at UK this 7th day of May 2012.

For and on behalf of Assignor:



My Skinny Group Ltd

Full Name of Signatory: TARUN VERMA

Position: Director

THUS DONE and SIGNED at UK this 7th day of May 2012.

For and on behalf of Assignees:



Extmp Ltd

Full Name of Signatory: ASHOK K. VERMA

Position: Director