

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
JOAN R ROSENBERG		07/01/2012	INDIVIDUAL: UNITED STATES

**RECEIVING PARTY DATA**

<b>Name:</b>	Joan R. Rosenberg, as Trustee (and her successor Trustees) of the Survivor's Trust established under the Rosenberg Family Trust, California trust, dated 12/01/1983, as amended & restated, incl. any future valid amendments or restatements...
<b>Street Address:</b>	226 WEST 37TH STREET, 9TH FLOOR
<b>City:</b>	NEW YORK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10018
<b>Entity Type:</b>	Trustee: UNITED STATES

**PROPERTY NUMBERS Total: 19**

Property Type	Number	Word Mark
Registration Number:	2707862	21ST CENTURY BEE
Registration Number:	2655006	ABSOLUTELY MAGIC
Registration Number:	1408489	CAN WE TALK?
Registration Number:	3769964	CONVERSION LENS
Registration Number:	3994348	CONVERSION READERS
Registration Number:	3473177	DIAMOND DUST
Registration Number:	2358260	DO IT NOW!
Registration Number:	3881143	GREAT BROW DAY
Registration Number:	3608743	GREAT HAIR DAY
Registration Number:	2085516	JOAN RIVERS
Registration Number:	2847704	JOAN RIVERS BEAUTY
Registration Number:	1818890	JOAN RIVERS CLASSICS COLLECTION
Registration Number:	2489431	NOW AND FOREVER

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Registration Number:	3080134	RED CARPET
Registration Number:	3537776	RED CARPET
Registration Number:	3672839	THE RIGHT TO BARE LEGS
Serial Number:	85579693	WARDROBE BUILDERS
Registration Number:	2388350	YESTERDAY IS HISTORY, TOMORROW IS A MYSTERY. TODAY IS GOD'S GIFT. THAT'S WHY IT'S CALLED THE PRESENT.
Registration Number:	1842345	YOU DESERVE TO BE HAPPY

**CORRESPONDENCE DATA**

Fax Number: 3128032209  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 212-407-4000  
Email: aprovenio@loeb.com  
Correspondent Name: Tamara F. Carmichael - LOEB & LOEB LLP  
Address Line 1: 345 Park Avenue  
Address Line 4: New York, NEW YORK 10154

ATTORNEY DOCKET NUMBER:	205093-10001
NAME OF SUBMITTER:	Tamara F. Carmichael
Signature:	/Tamara F. Carmichael/
Date:	07/25/2012

Total Attachments: 2  
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**TRADEMARK ASSIGNMENT**

This Trademark Assignment (the "Assignment") is effective as of July 1, 2012 by and between **Joan R. Rosenberg ("Assignor")**, a U.S. citizen, with an address at 226 West 37th Street, 9th Floor, New York, New York 10018, and **Joan R. Rosenberg aka Joan Rivers, a U.S. citizen, as Trustee (and her successor Trustees) of the Survivor's Trust established under the Rosenberg Family Trust, a California trust, dated December 1, 1983, as amended and restated, and including any future valid amendments or restatements of such Survivor's Trust ("Assignee")**.

**WHEREAS**, Assignor owns all the right, title and interest in and to the trademarks shown in the attached schedule ("Exhibit A"), and any common law rights related to such trademarks ("Trademarks"), together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the U.S. Trademark Applications and Registrations listed in Exhibit A;

**WHEREAS**, Assignee desires to acquire all of Assignor's right, title and interest in and to the Trademarks, and any common law rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the U.S. Trademark Applications and Registrations listed in Exhibit A;

**WHEREAS**, Assignor desires to assign to Assignee all of her right, title and interest in and to the Trademarks, and any common laws rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the U.S. Trademark Applications and Registrations listed in Exhibit A.

**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Trademarks, and any common law rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the U.S. Trademark Applications and Registrations listed in Exhibit A.

**ASSIGNOR:**

By: \_\_\_\_\_  
Name: Joan R. Rosenberg  
Title: Owner

**ASSIGNEE:**

By: \_\_\_\_\_  
Name: Joan R. Rosenberg  
Title: Trustee

**EXHIBIT A**

	Mark	Application Number	Registration Number	Owner
1.	21ST CENTURY BEE	76320877	2707862	Rosenberg, Joan
2.	ABSOLUTELY MAGIC	76284977	2655006	Rosenberg, Joan
3.	CAN WE TALK?	73583179	1408489	Rosenberg, Joan aka Joan Rivers
4.	CONVERSION LENS	77669297	3769964	Rosenberg, Joan
5.	CONVERSION READERS	77665221	3994348	Rosenberg, Joan
6.	DIAMOND DUST	77132292	3473177	Rosenberg, Joan
7.	DO IT NOW!	75432812	2358260	Rosenberg, Joan Rivers
8.	GREAT BROW DAY	77807986	3881143	Rosenberg, Joan
9.	GREAT HAIR DAY	77570085	3608743	Rosenberg, Joan
10.	JOAN RIVERS	75071145	2085516	Rosenberg, Joan Rivers
11.	JOAN RIVERS BEAUTY	75899288	2847704	Rosenberg, Joan
12.	JOAN RIVERS CLASSICS COLLECTION	74322428	1818890	Rosenberg, Joan Rivers aka Joan Rivers
13.	NOW AND FOREVER	76032410	2489431	Rosenberg, Joan
14.	RED CARPET	76534020	3080134	Rosenberg, Joan
15.	RED CARPET	77117661	3537776	Rosenberg, Joan
16.	THE RIGHT TO BARE LEGS	77670145	3672839	Rosenberg, Joan
17.	WARDROBE BUILDERS	85579693		Rosenberg, Joan
18.	YESTERDAY IS HISTORY, TOMORROW IS A MYSTERY. TODAY IS GOD'S GIFT. THAT'S WHY IT'S CALLED THE PRESENT.	75506307	2388350	Rosenberg, Joan Rivers
19.	YOU DESERVE TO BE HAPPY	74232069	1842345	Rosenberg, Joan Rivers