

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
HL INTELLECTUAL PROPERTIES, LLC.		07/27/2012	LIMITED LIABILITY COMPANY: ARIZONA

RECEIVING PARTY DATA	
Name:	HAUTELOOK, INC.
Street Address:	1212 S. FLOWER STREET
Internal Address:	SUITE 300
City:	LOS ANGELES
State/Country:	CALIFORNIA
Postal Code:	90015
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Serial Number:	85241638	HAUTELOOK
Registration Number:	4022713	HAUTELOOK
Registration Number:	2979985	HAUTE LOOK

CORRESPONDENCE DATA	
Fax Number:	9287170160
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	928-717-2218
Email:	DSGLAW@MSN.COM
Correspondent Name:	DONALD S. GRIER
Address Line 1:	1800 TIMBER COVE LANE
Address Line 4:	PRESCOTT, ARIZONA 86305

ATTORNEY DOCKET NUMBER:	HAUTE-25
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OP \$90.00 85241638

NAME OF SUBMITTER:	DONALD S. GRIER
Signature:	/DSG/
Date:	07/30/2012
Total Attachments: 2 source=HL trademark assignment from HL IP to HL Inc 072712#page1.tif source=HL trademark assignment from HL IP to HL Inc 072712#page2.tif	

ASSIGNMENT OF TRADEMARK APPLICATION

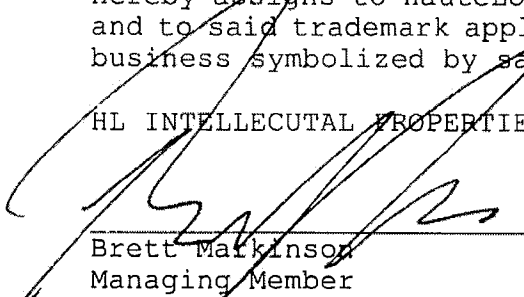
WHEREAS, HL Intellectual Properties, LLC., an Arizona limited liability company, having its principal offices at 301 W. Whipple Street, Suite E, Prescott, Arizona 86303, has adopted, used, is using and is the owner of the following trademark application now pending in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Application Number</u>
HAUTE LOOK	85241638

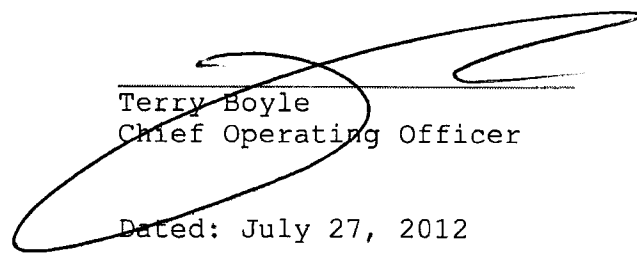
WHEREAS, HauteLook, Inc., a Delaware corporation having offices at 1212 S. Flower Street, Suite 300, Los Angeles, California 90015, is desirous of acquiring said trademark application.

NOW, THEREFORE, in consideration of the sum of ten dollars (\$10.00) and pursuant to a prior written agreement between the parties and other good and valuable consideration, the receipt of which is hereby acknowledged, HL Intellectual Properties, LLC. hereby assigns to HauteLook, Inc. all right, title and interest in and to said trademark application together with the goodwill of the business symbolized by said trademark.

HL INTELLECUTAL PROPERTIES, LLC. HAUTELOOK, INC.



Brett Markinson
Managing Member



Terry Boyle
Chief Operating Officer

Dated: July 27, 2012

Dated: July 27, 2012

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ASSIGNMENT OF REGISTERED TRADEMARK

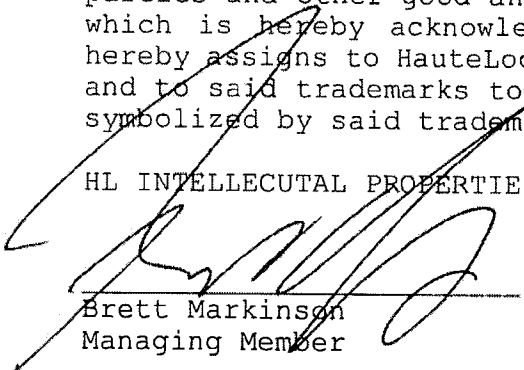
WHEREAS, HL Intellectual Properties, LLC., an Arizona limited liability company, having its principal offices at 301 W. Whipple Street, Suite E, Prescott, Arizona 86303, has adopted, used, is using and is the owner of the following trademark registrations now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration Number</u>
HAUTE LOOK	2979985
HAUTE LOOK	4022713

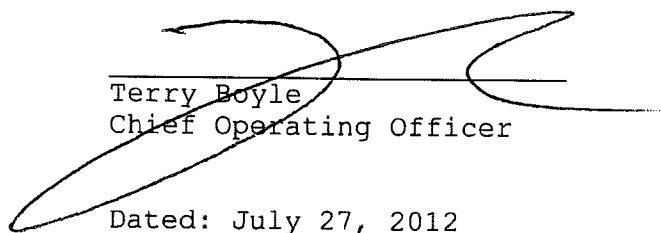
WHEREAS, HauteLook, Inc., a Delaware corporation having offices at 1212 S. Flower Street, Suite 300, Los Angeles, California 90015, is desirous of acquiring said registered trademarks.

NOW, THEREFORE, in consideration of the sum of ten dollars (\$10.00) and pursuant to a prior written agreement between the parties and other good and valuable consideration, the receipt of which is hereby acknowledged, HL Intellectual Properties, LLC. hereby assigns to HauteLook, Inc. all right, title and interest in and to said trademarks together with the goodwill of the business symbolized by said trademarks and registrations thereof.

HL INTELLECUTAL PROPERTIES, LLC. HAUTELOOK, INC.



Brett Markinson
Managing Member



Terry Boyle
Chief Operating Officer

Dated: July 27, 2012

Dated: July 27, 2012

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