

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dedda LLC	FORMERLY Added Extras LLC	07/16/2012	LIMITED LIABILITY COMPANY: NEW JERSEY
RECEIVING PARTY DATA			
Name:	KVZ International Limited		
Street Address:	P.O BOX 957, Offshore Incorporations Centre		
Internal Address:	Roadtown		
City:	Tortola		
State/Country:	BRITISH VIRGIN ISLANDS		
Postal Code:	VG1110		
Entity Type:	CORPORATION: BRITISH VIRGIN ISLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85564113	LOCKER LOUNGE	
CORRESPONDENCE DATA			
Fax Number:	2126325558		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(212) 632-5500		
Email:	ccantarella@salans.com, bakers@salans.com		
Correspondent Name:	Claudia Cantarella		
Address Line 1:	SALANS LLP		
Address Line 2:	Rockefeller Center, 620 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10020-2457		
ATTORNEY DOCKET NUMBER:	0208586.0146 (MOXIE)		
DOMESTIC REPRESENTATIVE			

OP \$40.00 85564113

Name: Claudia Cantarella
Address Line 1: SALANS LLP
Address Line 2: Rockefeller Center, 620 Fifth Avenue
Address Line 4: New York, NEW YORK 10020-2457

NAME OF SUBMITTER:

Claudia Cantarella

Signature:

/claudia cantarella/

Date:

07/31/2012

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is entered into and made effective as of July 16, 2012, between DEDDA LLC, formerly known as ADDED EXTRAS, LLC (the "Assignor"), in favor of KVZ INTERNATIONAL LIMITED, a British Virgin Islands company ("Assignee"). Capitalized terms used herein but not otherwise defined herein have the meanings ascribed to them in the Purchase Agreement (as defined below).

WHEREAS, Assignor owns all right, title and interest in and to the trademark listed on the attached Schedule A (the "Trademark"), the application pertaining thereto, all common law rights associated therewith, together with all goodwill arising from use of and symbolized by said Trademark;

WHEREAS, ADDED EXTRAS LLC, a Delaware liability company ("Buyer"), Assignor, Sam Sasson, Albert Sutton and Michael Kaplan entered into an Asset Purchase Agreement, executed March 30, 2012 (the "Purchase Agreement"), pursuant to which Buyer agreed to purchase certain assets from Assignors, including the Trademark;

WHEREAS, Buyer and Assignee have entered into an Assignment and Assumption Agreement, dated as of the date hereof (the "Assignment and Assumption Agreement") pursuant to which Buyer assigned and transferred all of its right to acquire certain Intellectual Property, including the Trademark, and obligation to assume certain liabilities relating to such Intellectual Property under the Purchase Agreement, and Assignee accepted such assignment and assumed such obligations under the Purchase Agreement; and

WHEREAS, Assignee desires to acquire from Assignors, and Assignors desire to transfer, assign and convey to Assignee, all of Assignors' right, title and interest in and to the Trademark, on the terms and conditions set forth below.

NOW, THEREFORE, in consideration of the mutual covenants and agreements contained herein, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor did and hereby does assign, convey and transfer to Assignee, its successors and permitted assigns, all of Assignor's right, title and interest, in and to the Trademark, including all trademark applications and registrations therefor, any common law rights to such Trademark, all goodwill of the business symbolized by the Trademark, the portion of the business of Assignors to which any intent-to-use applications set forth on Schedule A pertains, as well as all claims and causes of action against third parties for any and all past infringements of the rights being assigned, and the right to collect and retain any proceeds therefrom; the aforesaid transferred rights, title and interests to be held and enjoyed by Assignee, its successors, and permitted assigns as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

2. Further Assurances. Assignor hereby agrees to execute, or cause to be executed, upon the reasonable request of Assignee, such additional instruments, documents, declarations, consents and papers as are necessary to continue, secure, defend and register the Trademark, and to otherwise give full effect to and to perfect the rights of Assignee under this

Assignment, including, without limitation, all documents necessary to record in the name of Assignee the assignment of the Trademark with the US Patent & Trademark Office, and with respect to any equivalent foreign rights, with any other appropriate trademark office or registrar.

3. Governing Law. This Assignment shall be governed by, and construed in accordance with, the laws of the State of New York and the applicable federal laws of the United States of America pursuant to Title 15 of the United States Code.

4. Counterparts. This Assignment may be executed in one or more counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one and the same instrument. Delivery of a facsimile version of one or more signatures to this Assignment shall be deemed adequate delivery for all purposes hereof.

5. Notices. All notices and other communications hereunder shall be in writing and shall be made in accordance with Section 9.2 of the Purchase Agreement.

6. Binding Effect: Assignment. This Assignment and the respective rights, covenants, conditions and obligations of the parties hereunder and any instrument or agreement executed pursuant hereto shall be binding upon and enforceable by, and shall inure solely to the benefit of, the parties hereunder and their respective heirs, successors and permitted assigns.

7. Section Titles. The titles of the sections of this Assignment are for convenience only and will not in any way affect the interpretation of any section or of the Assignment itself.

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SCHEDULE A

TRADEMARKS

TRADEMARK	COUNTRY	CL/GOODS	APPL. NOS./ FILE DATE	REG. NOS./ REG DATE
LOCKER LOUNGE	U.S.	20/ Locker mirrors and accessories to decorate a locker	85/564,113 March 8, 2012	

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be duly executed in its name by its duly authorized representatives as of the date first set forth above.

ASSIGNOR:

DEDDA LLC, formerly known as ADDED
EXTRAS, LLC

By: _____

Name: Michael Kaplan
Title: Member

[Signature Page to Trademark Assignment]

NewYork 1525558.1

RECORDED: 07/31/2012

**TRADEMARK
REEL: 004832 FRAME: 0457**