

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
	Jesse Itzler		08/22/2012	INDIVIDUAL: UNITED STATES
	Sara Blakely		08/22/2012	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA				
Name:	SOAKED LLC			
Street Address:	810 7th Avenue, #205			
City:	New York			
State/Country:	NEW YORK			
Postal Code:	10019			
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE			
PROPERTY NUMBERS Total: 4				
	Property Type	Number	Word Mark	
Serial Number:		85452235	SOAKED	
Serial Number:		85452273	SOAKED	
Serial Number:		85452346	SOAKED	
Serial Number:		85452358	SOAKED	
CORRESPONDENCE DATA				
Fax Number:	2124255288			
<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) 425-7200			
Email:	tmdocketny@kenyon.com			
Correspondent Name:	James E. Rosini, Esq.			
Address Line 1:	One Broadway			
Address Line 4:	New York, NEW YORK 10004			
ATTORNEY DOCKET NUMBER:	15435/1; 2; 3; 4			

OP \$115.00 85452235

NAME OF SUBMITTER:	James E. Rosini, Esq.
Signature:	/James E. Rosini/
Date:	08/28/2012
Total Attachments: 2 source=SOAKED in Classes 30, 32, 33 and 43 - Assignment#page1.tif source=SOAKED in Classes 30, 32, 33 and 43 - Assignment#page2.tif	

TRADEMARK ASSIGNMENT

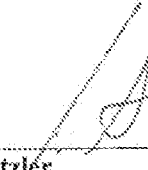
WHEREAS, Jesse Itzler and Sara Blakely, both individuals, having a business address at 310 7th Avenue, #205, New York, NY 10019 (hereinafter "Assignor") is the owner of all right, title and interest in and to the U.S. trademark applications listed on the attached Schedule A (the "Trademarks"); and

WHEREAS, SOAKED LLC, a limited liability company of Delaware, having a place of business at 810 7th Avenue, #205, New York, NY 10019, (hereinafter "Assignee"). Assignee wishes to acquire from Assignor all of Assignor's rights in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee, of all of its rights, title and interest in and to the Trademarks, together with the goodwill of the business appurtenant to and symbolized by the Trademarks and including, without limitation, all common law rights in and to the Trademarks and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademarks, to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

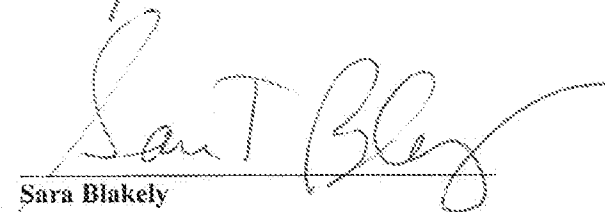
Assignor is assigning that portion of the business to which the Trademarks pertain, as required by Section 10 of the Trademark Act (15 U.S.C. §1060).

Dated: 8/22, 2012



Jesse Itzler

Dated: 8/22, 2012



Sara Blakely

SCHEDULE A

MARK	APPLICATION NO.
SOAKED	85/452,235
SOAKED	85/452,273
SOAKED	85/452,346
SOAKED	85/452,358

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