

## 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               |
| Carol Cole  |  | 08/22/2012            | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA  |  |                       |                           |
| Name:   | Carol Cole Company                           |                       |                           |
| Street Address:   | 3146 Tiger Run Court                         |                       |                           |
| Internal Address:   | Suite 109                                    |                       |                           |
| City:   | Carlsbad                                     |                       |                           |
| State/Country:  | CALIFORNIA                                   |                       |                           |
| Postal Code:  | 92010  |                       |                           |
| Entity Type:  | CORPORATION: CALIFORNIA                      |                       |                           |
| PROPERTY NUMBERS Total: 1   |  |                       |                           |
| Property Type   | Number                                       | Word Mark             |                           |
| Registration Number:  | 3479514                                      | CAROL COLE COLLECTION |                           |
| CORRESPONDENCE DATA   |  |                       |                           |
| Fax Number:   | 8582720221                                   |                       |                           |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |  |                       |                           |
| Phone:  | 8582720220                                   |                       |                           |
| Email:  | trademarks@ipla.com                          |                       |                           |
| Correspondent Name:   | Joshua J. Richman                            |                       |                           |
| Address Line 1:   | 4445 Eastgate Mall                           |                       |                           |
| Address Line 2:   | Suite 200                                    |                       |                           |
| Address Line 4:   | San Diego, CALIFORNIA 92121                  |                       |                           |
| NAME OF SUBMITTER:  | Joshua J. Richman                            |                       |                           |
| Signature:  | /Joshua J. Richman/                          |                       |                           |
| Date:   | 08/29/2012                                   |                       |                           |
| Total Attachments: 1<br>source=2012-08-20 - Assignment between Carol Cole and Carol Cole Company#page1.tif            |  |                       |                           |

OP \$40.00 3479514

**ASSIGNMENT OF TRADEMARK RIGHTS**

This Assignment of Trademark Rights (the "Assignment") is entered into effective August 22, 2012 (the "Effective Date"), by and between Carol Cole, an individual ("Assignor"), and Carol Cole Company, a California Corporation ("Assignee").

RECITALS

A. Assignor is the owner of record of United States Trademark Registration No. 3,479,514 for CAROL COLE COLLECTION (the "Trademark").

B. Assignor is desirous of assigning to Assignee all right, title, interest and goodwill in the Trademark and all related rights. Assignee is desirous of accepting such assignments.

NOW THEREFORE, the parties agree as follows:

AGREEMENT


1. Assignment. Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark and all related rights, together with that portion of the Assignor's business relating to the Trademark and the goodwill appurtenant thereto. Assignee accepts such assignment.

2. Execution and Delivery. Assignor agrees to execute and deliver all papers, instruments and assignments and to perform any other reasonable acts the Assignee may require in order to vest all right, title and interest in and to the Trademark and any related rights to the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is necessary to effectuate the assignments, to the extent such evidence is in the possession or control of Assignor.

WHEREFORE, the parties have executed this Assignment as of the Effective Date.

Assignor

Assignee

  
\_\_\_\_\_  
Carol Cole

Carol Cole Company  
By:   
\_\_\_\_\_  
Name: *Carol Cole*  
Title: *President Founder*