

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
Steve Dworman Enterprises, Inc.		08/30/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Inside Beautiful, Inc.		
Street Address:	9528 Dalegrove Drive		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85695033	INSIDE BEAUTIFUL	
CORRESPONDENCE DATA			
Fax Number:	8773515480		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	mswyers@thetrademarkcompany.com		
Correspondent Name:	Matthew H. Swyers		
Address Line 1:	344 Maple Ave. West Suite 151		
Address Line 4:	Vienna, VIRGINIA 22180		
NAME OF SUBMITTER:	Matthew H. Swyers		
Signature:	/Matthew H. Swyers/		
Date:	08/30/2012		
Total Attachments: 5 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif source=Assignment#page4.tif source=Assignment#page5.tif			

OP \$40.00 85695033

ASSIGNMENT OF SERVICE MARK

KNOW ALL BY THESE PRESENTS that the undersigned Assignor, Steve Dworman Enterprises, Inc., a Corporation organized in California, whose mailing address is entered below, pursuant to §501.01 of the TMEP, does hereby assign to said Assignee, Inside Beautiful, Inc., a Corporation organized in Delaware, its successors and assigns, to its own proper use and benefit, the trademark "INSIDE BEAUTIFUL" including all right, title and interest, which Assignor has, had or may have therein, and as to which Assignor has, had or may have power to assign, together with any registrations thereof, state, federal, including specifically U.S. Serial No. 85,695,033, or otherwise, and together with all rights and interests appertaining to the foregoing or which may be derived therefrom, and including any rights of prosecution, or to renewal, or to extensions thereof, that have been or may be secured under the laws, now or hereinafter in force or effect, in the United States of America, or in any other county or countries, together with any heretofore or hereafter arising claims for infringement, and actions, causes of action, chases in action and rights and remedies appurtenant and or relating thereto.

The undersigned Assignor declares that all statements made herein, and in the application for U.S. Serial No. 85,695,033, of her own knowledge are true and that all statements made on information and belief are believed to be true.

The undersigned Assignor and Assignee hereby further represent that, pursuant to §501.01 of the TMEP, and in compliance with 15 U.S.C. §1060 and 37 C.F.R. §3.16, Assignee is a successor to the Assignor's business.

ASSIGNMENT OF SERVICE MARK

U.S. Serial No. 85,695,033

Page 3 of 3

IN WITNESS WHEREOF Assignee does hereby execute this Assignment of Service Mark on this ____ day of August, 2012.

Assignee: Inside Beautiful, Inc.
9528 Dalegrove Drive
Beverly Hills, CA 90210

Signed: 

Printed: Steve Dworman

Title: President, Inside Beautiful, Inc.

NOTARY AFFIDAVIT FOR SIGNATURE OF ASSIGNOR'S NAME

State of California:

City/County of _____:

On this ____ day of _____, 2012, personally appeared _____,
an individual to me known (or satisfactorily identified) as a principal of Inside Beautiful, Inc.,
assignee owner of U.S. Serial No. 85,695,033, and acknowledged that she executed the
foregoing Assignment of Trademark.

See attached California Acknowledgment (Notary Public Signature)

My Commission Expires: _____ (Date)

TRADEMARK

REEL: 004853 FRAME: 0024

This acknowledgment is provided on an 8 1/2 X 11 in. letter size paper with continuous black border. It must be rejected if size or border has been altered. This warning appears also at the bottom of this document.

ACKNOWLEDGMENT

State of California

County of Los Angeles

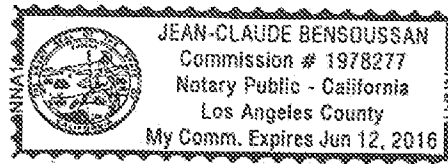
On August 27, _____, 2012, before me, **Jean-Claude Bensoussan**, Notary Public personally appeared Steve Dworkman

who proved to me on the basis of satisfactory evidence to be the person(s) whose name is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature JCBensoussan (Seal)



OPTIONAL

Description of Attached Document

Title or Type of Document: Assignment of Service Mark

Document Date: 08/27/12 Number of Page(s): _____ Number of Signer(s): 1

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ASSIGNMENT OF SERVICE MARK
U.S. Serial No. 85,695,033
Page 2 of 3

IN WITNESS WHEREOF Assignor does hereby execute this Assignment of Service
Mark on this _____ day of August, 2012.

Assignor: Steve Dworman Enterprises, Inc.
9528 Dalegrove Drive
Beverly Hills, CA 90210

Signed: 

Printed: Steve Dworman

Title: President, Steve Dworman Enterprises, Inc.

NOTARY AFFIDAVIT FOR SIGNATURE OF ASSIGNOR'S NAME

State of California:

City/County of _____:

On this ____ day of _____, 2012, personally appeared _____,
an individual to me known (or satisfactorily identified) as a principal of Steve Dworman
Enterprises, Inc., assignor owner of U.S. Serial No. 85,695,033, and acknowledged that she
executed the foregoing Assignment of Trademark.

See attached California (Notary Public Signature)
acknowledgment

My Commission Expires: _____ (Date)

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ACKNOWLEDGMENT

State of California

County of Los Angeles

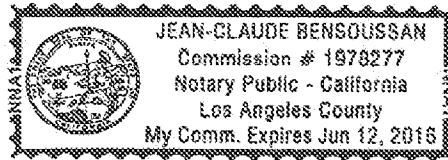
On August 27, 2012, before me, **Jean-Claude Bensoussan**, Notary Public personally appeared Steve Derman

who proved to me on the basis of satisfactory evidence to be the person(s) whose name is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature J. Bensoussan (Seal)



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