

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
|----------------------------------|----------|----------------|-------------------------------------|
| Waxing the City Franchising, LLC | | 10/08/2012 | LIMITED LIABILITY COMPANY: COLORADO |

RECEIVING PARTY DATA

| | |
|-------------------|--------------------------------------|
| Name: | Waxing the City Worldwide, LLC |
| Street Address: | 12181 Margo Avenue South |
| Internal Address: | Suite 100 |
| City: | Hastings |
| State/Country: | MINNESOTA |
| Postal Code: | 55033 |
| Entity Type: | LIMITED LIABILITY COMPANY: MINNESOTA |

PROPERTY NUMBERS Total: 10

| Property Type | Number | Word Mark |
|----------------------|----------|------------------------------|
| Serial Number: | 85179350 | CEROLOGIST |
| Registration Number: | 3562047 | WAXING THE CITY |
| Registration Number: | 3694430 | WAXING UNIVERSITY |
| Registration Number: | 3622115 | CEROLOGIST: EXPERT IN WAX |
| Registration Number: | 3586657 | CEROLOGY: ART OF THE NEW YOU |
| Registration Number: | 3828338 | ONE WAY |
| Registration Number: | 3828337 | |
| Registration Number: | 3872498 | |
| Registration Number: | 3872425 | |
| Registration Number: | 3924079 | CERAZUL |

CORRESPONDENCE DATA

| | |
|-------------|------------|
| Fax Number: | 9528421742 |
|-------------|------------|

OP \$265.00 85179350

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Email: ipgroup@larkinhoffman.com
Correspondent Name: Molly Eichten
Address Line 1: 1500 Wells Fargo Plaza
Address Line 2: 7900 Xerxes Avenue South
Address Line 4: Minneapolis, MINNESOTA 55431

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|--|--------------------|
| ATTORNEY DOCKET NUMBER: | 29885.00221 |
| NAME OF SUBMITTER: | Molly T. Eichten |
| Signature: | /Molly T. Eichten/ |
| Date: | 10/30/2012 |
| Total Attachments: 2 source=Image003#page1.tif source=Image004#page1.tif | |

TRADEMARK ASSIGNMENT

This Trademark Assignment is executed by Waxing the City Franchising, LLC, a Colorado limited liability company ("Assignor"), in favor of Waxing the City Worldwide, LLC, a Minnesota limited liability company ("Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase and Contribution Agreement dated October 8, 2012 (the "Effective Date") in which Assignor agreed to transfer, sell and assign to Assignee all rights, title and interest in and to certain assets of Assignor, including the marks listed on the attached Exhibit A, which is made a part hereof (the "Marks"), and associated goodwill.

NOW, THEREFORE, in furtherance of the Asset Purchase and Contribution Agreement, and effective as of the Effective Date, Assignor hereby transfers, sells, assigns and sets over unto Assignee, its successors and assigns, all of Assignor's rights, title and interest in and to the Marks, together with all of the goodwill of the business in connection with which the Marks are used and intended to be used, along with all applications and registrations for the Marks, all income, royalties, damages and payments now and hereafter due and/or payable to Assignor with respect thereto, including, without limitation, damages and payments for past or future infringements or misappropriations thereof and all rights to sue for past, present and future infringements or misappropriations of any of the foregoing, as fully and entirely as the same would have been held and enjoyed by Assignor had this transfer and assignment not been made.

ASSIGNOR:
WAXING THE CITY FRANCHISING, LLC

By: Robin Schatz





Name: ROBIN SCHATZ

Title: Managing Member / President

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EXHIBIT A

U.S. Federal Registrations and Pending Application:

| Mark | Registration or Serial Number |
|---|--------------------------------------|
| WAXING THE CITY | 3,562,047 |
| WAXING UNIVERSITY | 3,694,430 |
| CEROLOGIST: EXPERT IN WAX | 3,622,115 |
| CEROLOGY: ART OF THE NEW YOU | 3,586,657 |
|  | 3,828,338 |
|  | 3,828,337 |
|  | 3,872,498 |
|  | 3,872,425 |
| CERAZUL | 3,924,079 |
| CEROLOGIST | 85/179,350 |

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