

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
	Haiku By Sharon Eisenhower, Inc.		11/20/2012
			Entity Type
			CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Blackstone Investment Group, Inc.		
Street Address:	579 W. High Street		
City:	Aurora		
State/Country:	MISSOURI		
Postal Code:	65605		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	4241017	HAIKU
CORRESPONDENCE DATA			
Fax Number:	3144801505		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	314-480-1500		
Email:	lori.bowen@huschblackwell.com		
Correspondent Name:	Arkadia DeLay Olson		
Address Line 1:	190 Carondelet Plaza, Ste 600		
Address Line 4:	St. Louis, MISSOURI 63105		
ATTORNEY DOCKET NUMBER:	15379.171		
NAME OF SUBMITTER:	Arkadia DeLay Olson		
Signature:	/Arkadia DeLay Olson/		
Date:	11/30/2012		
Total Attachments: 3 source=assignment#page1.tif source=assignment#page2.tif source=assignment#page3.tif			

CH \$40.00 4241017

ASSIGNMENT OF INTELLECTUAL PROPERTY

THIS ASSIGNMENT OF INTELLECTUAL PROPERTY ("Assignment") is made, executed, and delivered as of November 2, 2012 by Haiku By Sharon Eisenhauer, Inc., a California corporation, Sharon Eisenhauer, an individual, and Haiku By Sharon Eisenhauer, a sole proprietorship, to Blackstone Investment Group, Inc., a Missouri corporation ("Assignee"). (Haiku By Sharon Eisenhauer, Inc., Sharon Eisenhauer, and Haiku By Sharon Eisenhauer (sole proprietorship) are collectively referred to herein as the "Assignor.")

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement, dated as of November 2, 2012 (the "Agreement"), pursuant to which Assignor agreed, among other things, to sell, convey, assign, transfer, and deliver to Assignee all of Assignor's right, title, and interest in and to the Assets (such term and all other capitalized terms used but not defined herein have the meanings ascribed to such terms in the Agreement), as described in the Agreement, for consideration in the amount provided in the Agreement; and

WHEREAS, Assignee and Assignor now desire to carry out the intent and purpose of the Agreement by Assignor's execution and delivery of this instrument evidencing the sale, conveyance, assignment, transfer, and delivery by Assignor to Assignee of all of Assignor's right, title, and interest in and to the trademarks, including the registrations listed on Exhibit A hereto, (the "Trademarks"), as well as in and all associated goodwill, and all works of authorship and other intellectual property associated therewith.

NOW, THEREFORE, Assignor, for and in exchange for the payment of the purchase price set forth in the Agreement, the receipt of which is hereby acknowledged, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under the Trademarks, and all works of authorship and other intellectual property associated therewith and all other intellectual property associated with the Business, together with the goodwill of the Business associated therewith and which is symbolized thereby, all rights to sue for infringement thereof, whether arising prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, the same to be held and enjoyed by the said Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the said Assignor had this Assignment not been made. Assignor further hereby waives any claims relating to rights of publicity or rights of privacy, due to Assignee's use of the Trademarks pursuant to this Assignment.

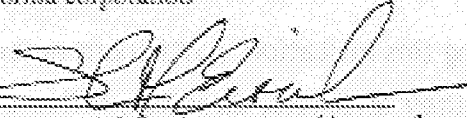
Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment shall be governed by and construed in accordance with the laws of the State of Missouri without giving effect to the principles of conflicts of laws thereof.

[SIGNATURE PAGE FOLLOWS]


IN WITNESS WHEREOF, Assignor has executed this Assignment as of the day and year first above written.

ASSIGNOR

HAIKU BY SHARON EISENHAUER, INC., a
California corporation

By: 
Name: SHARON EISENHAUER
Title: FOUNDER



HAIKU BY SHARON EISENHAUER, a sole
proprietorship

By: 
Name: SHARON EISENHAUER
Title: FOUNDER

SHARON EISENHAUER, an individual

By: 
Name: SHARON EISENHAUER

**EXHIBIT A
TRADEMARKS**

<u>Mark</u>	<u>Country</u>	<u>Reg. No./Appl. Serial No.</u>	<u>Reg. Date</u>
	U.S.	3,157,140	10/17/2006
	U.S.	4241017	November 13, 2012