

TRADEMARK ASSIGNMENT

Electronic 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 |
| | Project Miracle, LLC | | 02/28/2013 |
| | Entity Type LIMITED LIABILITY COMPANY: DELAWARE | | |
| RECEIVING PARTY DATA | | | |
| Name: | Archetypes, Inc. | | |
| Street Address: | 5 Crosby Street 3rd Fl. | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10013 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| | Property Type | Number | Word Mark |
| | Serial Number: | 85710188 | IDOLLOGY |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4806830309 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | (480) 683-0286 | | |
| Email: | tricia@markcarlino.com,denise@markcarlino.com | | |
| Correspondent Name: | Mark A. Carlino | | |
| Address Line 1: | 28150 N Alma School Pkwy #103-617 | | |
| Address Line 4: | Scottsdale, ARIZONA 85016 | | |
| ATTORNEY DOCKET NUMBER: | 115-167 (WAS 5-655) | | |
| NAME OF SUBMITTER: | Mark A. Carlino | | |
| Signature: | /Mark A. Carlino/ | | |
| Date: | 02/28/2013 | | |
| Total Attachments: 1 source=Assignment-PM LLC to Archetypes Inc#page1.tif | | | |

OP \$40.00 85710188

ASSIGNMENT

WHEREAS, Project Miracle, LLC, a Delaware limited liability company ("Assignor"), having a mailing address of 995 Fifth Avenue #5-S, New York, NY 10028, has intended to use the mark identified below in interstate commerce and has filed an application with the United States Patent and Trademark Office based on its bona fide intent to use the mark in commerce, but has not yet filed an allegation of use of the mark under §§1(c) or 1(d) of the Trademark Act;

| <u>TRADEMARK</u> | <u>SERIAL NUMBER</u> | <u>FILING DATE</u> |
|------------------|----------------------|--------------------|
| Idology | 85/710188 | Aug. 22, 2012 |

WHEREAS, Assignor is assigning the mark identified above as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. §1060;

WHEREAS, Archetypes, Inc., a Delaware corporation ("Assignee"), having a mailing address of 5 Crosby Street 3rd FL, New York, NY 10013, has acquired the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. §1060, and is desirous of acquiring said trademark and the pending intent-to-use application therefor;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the above-identified trademark and the goodwill of business symbolized thereby.

DATED this 26 day of Feb, 2013.

Project Miracle, LLC (Assignor)


By: Cristina M. Carlino
Title: Manager