

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	Entity Type
Michele Estevez		03/08/2013	INDIVIDUAL: UNITED STATES

**RECEIVING PARTY DATA**

Name:	INTERCONTINENTAL FASHION GROUP, INC.
Street Address:	5482 WILSHIRE BLVD STE 131
City:	LOS ANGELES
State/Country:	CALIFORNIA
Postal Code:	90036
Entity Type:	CORPORATION: FLORIDA

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Serial Number:	77626068	LAUREL & SUNSET

**CORRESPONDENCE DATA**

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

Phone: 800-216-4018  
 Email: generalinfo@purseboutique.com  
 Correspondent Name: INTERCONTINENTAL FASHION GROUP, INC.  
 Address Line 1: 5482 WILSHIRE BLVD STE 131  
 Address Line 4: LOS ANGELES, CALIFORNIA 90036

NAME OF SUBMITTER:	President
Signature:	/Oscar Vera/
Date:	03/12/2013

Total Attachments: 6

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## ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS

This assignment of trademarks and service marks (the "Assignment") is made and effective as of March 7, 2013 ("Effective Date") by and between Michele Estevez, an individual (the "Assignor") and Intercontinental Fashion Group, Inc., a Florida corporation (the "Assignee"). The Assignor and the Assignee may be referred to individually as a "Party" or collectively as the "Parties."

### RECITALS

**WHEREAS**, the Assignor (i) has registered or (ii) has applied for the registration of those certain trademarks and/or service marks listed on Schedule 1 attached hereto and made a part hereof (collectively, the "Marks")

**WHEREAS**, it is the Assignor's intention to assign and transfer to the Assignee all of its right, title, and interest in and to the Marks; and

**WHEREAS**, each Party is duly authorized and capable of entering into this Assignment.

**NOW, THEREFORE**, in consideration of the covenants and premises set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereto agree as follows:

#### 1. ASSIGNMENT OF MARKS.

Effective as of the Effective Date, the Assignor sells, transfers, conveys, assigns, and delivers to the Assignee, and the Assignee accepts and assumes all right, title, and interest of the Assignor in and to the following:

- (a) the Marks referred to in Schedule 1 hereto;
- (b) the registrations and applications for registrations each such Mark;
- (c) the goodwill of the business connected with and symbolized by each such Mark;
- (d) all income, royalties, and damages hereafter due or payable to the Assignor with respect to the Marks including, without limitation, damages and payments for past or future infringements and misappropriations of the Marks; and
- (e) all rights to sue for past, present, and future infringements or misappropriations of the Marks.

#### 2. ASSIGNOR'S REPRESENTATIONS AND WARRANTIES.

The Assignor hereby represents and warrants to the Assignee that it:

- (a) is the sole owner of all right, title, and interest in and to the Marks and has the power and authority to assign its rights to the Marks in accordance with this Assignment;
- (b) has not assigned, transferred, licensed, pledged, or otherwise encumbered any Marks or agreed to do so;
- (c) has full power and authority to enter into this Assignment and to make the assignment as provided in Section 1;
- (d) is not aware of any violation, infringement, or misappropriation of any third party's rights (or any claim thereof) by the Marks;
- (e) is not aware of any third-party consents, assignments, or licenses that are necessary to perform under this Assignment;
- (f) was not acting within the scope of employment of any third party when conceiving, creating, or otherwise performing any activity with respect to the Marks purportedly assigned in Section 1.

The Assignor agrees to immediately notify the Assignee in writing if any facts or circumstances arise that would make any of the representations in this Assignment inaccurate.

### 3. DOCUMENTATION.

The Assignor will, as soon as is reasonably possible following a request from the Assignee, provide the Assignor with a complete copy of all documentation (in any format) relating to the Marks for the Assignee's own use, to meet record-keeping requirements of the Assignee, or to allow the Assignee to assert its rights granted pursuant to this Assignment. The Assignor will also, on request:

- (a) execute and deliver, or cause to be executed and delivered, to the Assignee any additional papers, including any separate assignments of the Marks, reasonably necessary to record the assignment in the United States [and throughout the world];
- (b) generally do all other lawful acts reasonable and necessary to record the Assignment in the United States [and throughout the world]; and

- (c) execute all lawful papers reasonable and necessary for Assignee to obtain a trademark on any of the Marks and/or on any continuing, divisional, or reissue applications thereof.

**4. NO FURTHER USE OF MARKS.**

After the Effective Date, the Assignor agrees to make no further use of the Marks or any marks confusingly similar thereto, except as authorized by the prior written consent of the Assignee, and the Assignor agrees to not challenge the Assignee's use or ownership, or the validity, of the Marks.

**5. SUCCESSORS AND ASSIGNS.**

All references in this Assignment to the Parties shall be deemed to include, as applicable, a reference to their respective successors and assigns. The provisions of this Assignment shall be binding upon and shall inure to the benefit of the successors and assigns of the Parties.

**6. NO IMPLIED WAIVER.**

The failure of either Party to insist on strict performance of any covenant or obligation under this Assignment, regardless of the length of time for which such failure continues, shall not be deemed a waiver of such Party's right to demand strict compliance in the future. No consent or waiver, express or implied, to or of any breach or default in the performance of any obligation under this Assignment shall constitute a consent or waiver to or of any other breach or default in the performance of the same or any other obligation.

**7. NOTICE.**

Any notice or other communication provided for herein or given hereunder to a Party hereto shall be in writing and shall be given in person, by overnight courier, or by mail (registered or certified mail, postage prepaid, return receipt requested) to the respective Party as follows:

If to the Assignor:  
Michele Estevez  
798 Crandon Blvd. Unit 21  
Key Biscayne FL 33149

If to the Assignee:  
Intercntinental Fashion Group, Inc.  
5482 Wilshire Blvd # 131  
Los Angeles, CA 90036

**8. GOVERNING LAW.**

This Assignment shall be governed by the laws of the state of Florida. In the event that litigation results from or arises out of this Assignment or the performance thereof, the Parties agree to reimburse the prevailing Party's reasonable attorneys' fees, court costs, and all other expenses, whether or not taxable by the court as costs, in addition to any other relief to which the prevailing Party may be entitled.

**9. COUNTERPARTS/ELECTRONIC SIGNATURES.**

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original but all of which shall constitute one and the same instrument. For purposes of this Assignment, use of a facsimile, e-mail, or other electronic medium shall have the same force and effect as an original signature.

**10. SEVERABILITY.**

Whenever possible, each provision of this Assignment, will be interpreted in such manner as to be effective and valid under applicable law, but if any provision of this Assignment is held to be invalid, illegal or unenforceable in any respect under any applicable law or rule in any jurisdiction, such invalidity, illegality or unenforceability will not affect any other provision or any other jurisdiction, but this Assignment will be reformed, construed and enforced in such jurisdiction as if such invalid, illegal, or unenforceable provisions had never been contained herein.

**11. ENTIRE ASSIGNMENT.**

This Assignment, together with Schedule 1, constitutes the final, complete, and exclusive statement of the agreement of the Parties with respect to the subject matter hereof, and supersedes any and all other prior and contemporaneous agreements and understandings, both written and oral, between the Parties.

**12. HEADINGS.**

Headings used in this Assignment are provided for convenience only and shall not be used to construe meaning or intent.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Parties have executed this Assignment as of the date first above written.

ASSIGNOR

Michele Estevez

By: [Signature]  
Name: Michele Estevez  
Title: Individual

ASSIGNEE

Intercontinental Fashion Group, Inc.

By: [Signature]  
Name: Oscar Vera  
Title: President

ACKNOWLEDGMENT  
OF NOTARY PUBLIC

State of FLORIDA )  
County of BREVARD ) .SS

NOTARY PUBLIC-STATE OF FLORIDA  
Ivonne McKee  
Commission # DD955242  
Expires: JAN. 25, 2014  
BONDED THRU ATLANTIC BONDING CO., INC.

On this 8 day of March, 2013, before me, the undersigned Notary Public, personally appeared before me Michele Estevez, personally known to me or proved to me on the basis of satisfactory evidence to be the individual who signed the foregoing document and acknowledged to me that she executed the same in her authorized capacity, and that by such signature, the person executed the instrument.

WITNESS my hand and official seal.

Signature of Notary Public: [Signature]  
My Commission Expires: January 25, 2014

**SCHEDULE 1**

**LIST OF TRADEMARKS AND/OR SERVICE MARKS**

<b>Trademark</b>	<b>Registration Number</b>	<b>Date of Registration</b>
LAUREL AND SUNSET	3688530	09/29/09

*Assignment of Trademarks and Service Marks*