

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.		03/16/2013	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Inside Beautiful, Inc.		
Street Address:	9528 Dalegrove Dr.		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3366319	FROM THE LAB	
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:	03/20/2013		
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 3366319

ASSIGNMENT OF SERVICE MARK

KNOW ALL BY THESE PRESENTS that the undersigned Assignor, Steve Dworman Enterprises, Inc., a Corporation organized in California, mailing address is entered below, pursuant to §501.01 of the TMEP, does hereby assign to said Assignee, its successors and assigns, to its own proper use and benefit, the service mark "FROM THE LAB" 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. Registration No. 3,366,319, 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. Registration No. 3,366,319, 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. Registration No. 3,366,319

Page 2 of 3

IN WITNESS WHEREOF Assignor does hereby execute this Assignment of Service

Mark on this 16 day of March, 2013.

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 _____, 2013, personally appeared _____,
an individual to me known (or satisfactorily identified) as a principal of Steve Dworman
Enterprises, Inc., assignor owner of U.S. Registration No. 3,366,319, and acknowledged that she
executed the foregoing Assignment of Trademark.

See attached acknowledgment (Notary Public Signature)

[SEAL]

My Commission Expires: _____ (Date)

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 March 16, 2013, before me, **Jean-Claude Bensoussan**, Notary Public

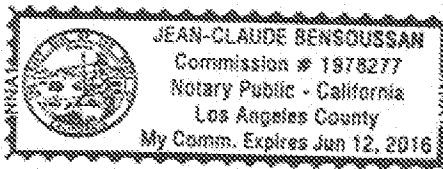
personally appeared Steve D Worman

who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, 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 [Handwritten Signature] (Seal)



OPTIONAL

Description of Attached Document

Title or Type of Document:

Assignment of Service Mark - Steve Worman Enterprise, Inc

Document Date: 03/16/2013 Number of page(s): (Number of Signer(s): 1

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 top of this document.

ASSIGNMENT OF SERVICE MARK

U.S. Registration No. 3,366,319

Page 3 of 3

IN WITNESS WHEREOF Assignee does hereby execute this Assignment of Service Mark on this 16 day of March, 2013.

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 _____, 2013, personally appeared _____,
an individual to me known (or satisfactorily identified) as a principal of Inside Beautiful, Inc.,
assignee owner of U.S. Registration No. 3,366,319, and acknowledged that she executed the
foregoing Assignment of Trademark.

See attached acknowledgment (Notary Public Signature)

[SEAL]

My Commission Expires: _____ (Date)

TRADEMARK

REEL: 004986 FRAME: 0041

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 March 16 2013, before me, **Jean-Claude Bensoussan**, Notary Public

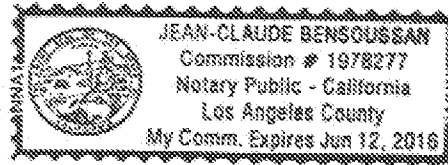
personally appeared Steve Dworkman

who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, 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 J. Bensoussan (Seal)



OPTIONAL

Description of Attached Document

Title or Type of Document: Assignment of Service Mark

Assignee: Inside Beautiful, Inc.

Document Date: 03/16/2013 Number of page(s): 1 Number of Signer(s): 1

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 top of this document.