

## 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
Gili Ritz		03/18/2013	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	SMUSH BRAND LLC.		
Street Address:	9461 CHARLEVILLE BLVD. #180		
City:	BEVERLY HILLS		
State/Country:	CALIFORNIA		
Postal Code:	90212		
Entity Type:	LIMITED LIABILITY LIMITED PARTNERSHIP: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85556839	SMUSH	
CORRESPONDENCE DATA			
Fax Number:	3102772776		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3109949094		
Email:	gili_ritz@yahoo.com		
Correspondent Name:	gili ritz		
Address Line 1:	9461 charleville blvd. #180		
Address Line 4:	beverly hills, CALIFORNIA 90212		
NAME OF SUBMITTER:	GILI RITZ		
Signature:	/GILI RITZ/		
Date:	03/20/2013		
Total Attachments: 1 source=trademark HEART DESIGN conveyence to SMUSH LLC#page1.tif			

OP \$40.00 85556839

DATE: 03/18/2013

Trademark registration 4,124,745 Assignment Recordation

**RE: trademark "SMUSH", SERIAL # 85556839**

I, Gili Ritz owner of Trademark **SERIAL # 85556839**– SMUSH, hereby transfer my ownership, all goodwill and all rights of Trademark **SERIAL # 85556839** – SMUSH to SMUSH BRAND LLC., A California LLC. , as of today. 3/18/2013.

**Conveying Party:**

Gili Ritz  
9461 CHARLEVILLE BLVD. #180  
BEVERLY HILLS, CA. 90212

**Receiving Party**

SMUSH BRAND LLC. A California LLC.  
9461 CHARLEVILLE BLVD.  
SUITE 180  
BEVERLY HILLS, CA. 90212

Name: Gili Ritz

Signed : /GILI RITZ/

DATE: 03/18/2013