

FROM :

FAX NO. :

Mar. 22 2013 03:10PM P1

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 COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4124745	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:	310-994-9094		
Email:	GILI_RITZ@YAHOO.COM		
Correspondent Name:	GILI RITZ		
Address Line 1:	9461 CHARLEVILLE BL #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 conveyance to SMUSH LLC#page1.tif			

OP \$40.00 4124745

DATE: 03/18/2013

Trademark registration 4,124,745 Assignment Recordation

RE: trademark "SMUSH", Registration 4,124,745

I, Gili Ritz owner of Trademark Registered 4,124,745 – SMUSH, hereby transfer my ownership, all goodwill and all rights of Trademark Registered 4,124,745 – 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