

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
Live Lujo, Inc.		05/01/2013	CORPORATION: CANADA

RECEIVING PARTY DATA

Name:	FWLS, LLC
Street Address:	10151 Carver Road
City:	Blue Ash
State/Country:	OHIO
Postal Code:	45242
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3906602	THE SEWING STUDIO
Registration Number:	3906603	THE SEWING STUDIO
Registration Number:	3933480	THE SEWING STUDIO
Registration Number:	3837342	LOVE SEWING
Registration Number:	3945582	LOVE SEWING
Serial Number:	85689464	LOVE SEWING
Serial Number:	85689468	LOVE SEWING
Serial Number:	85689466	LOVE SEWING

CORRESPONDENCE DATA

Fax Number: 5132416234
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 513-241-2324
 Email: lkrafte@whe-law.com
 Correspondent Name: Lori Krafte

OP \$215.00 3906602

Address Line 1: 441 Vine Stret
Address Line 2: 2700 Carew Tower
Address Line 4: Cincinnati, OHIO 45202-2917

NAME OF SUBMITTER:	Lori Krafte
--------------------	-------------

Signature:	/Lori Krafte/
------------	---------------

Date:	05/07/2013
-------	------------

Total Attachments: 3
source=ASSIGNMENT#page1.tif
source=ASSIGNMENT#page2.tif
source=ASSIGNMENT#page3.tif

Trademark Assignment

WHEREAS, Live Lujó, Inc. ("ASSIGNOR"), a Canadian corporation, having a place of business at 519 Gardenview Square, Pickering, Ontario L1V4R7, Canada, has adopted and has used the marks shown in Exhibit A attached hereto, subjects of U.S. and Canadian Trademark Registrations and Applications as noted therein (the "Marks");

WHEREAS, FWLS, LLC ("ASSIGNEE"), a Delaware limited liability company, having a place of business at 10151 Carver Road, Blue Ash, Ohio 45242, is desirous of acquiring the entire right, title, and interest in and to said Marks, and any accompanying registrations and applications, together with the good will of the business in connection with which said Marks are used.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, and transfer unto ASSIGNEE the entire right, title, and interest in and to the aforesaid Marks, registrations, and applications, together with the good will of the business symbolized by the marks and registrations and applications therefor, and together with all claims, demands, rights, choses in action and rights of recovery for past infringement thereof, the same to be held and enjoyed by ASSIGNEE, for its own use and benefit, and for that of its successors and assigns, as fully and entirely as the same would have been held and enjoyed by the ASSIGNOR had this sale, assignment, and transfer not been made.

By: Live Lujó, Inc.

Name: _____

Title: _____

Date: _____







Denise Wild




Denise Wild, President

May 1, 2013

Exhibit A

I. U.S. Trademark Registrations/Applications



 THE SEWING STUDIO	3,906,602	Class 35	Retail store services featuring sewing machines
 THE SEWING STUDIO	3,906,603	Class 40	Sewing services
 THE SEWING STUDIO	3,933,480	Class 41	Entertainment services, namely, providing sewing classes privately and to the public; providing online sewing classes; and providing a blog regarding sewing.
	3,837,342	Class 41	Providing an online magazine regarding sewing
	77/909,670 Abandoned 3/7/2011	Class 16	Printed magazine regarding sewing
	3,945,582	Class 41	Entertainment and educational services, namely, providing continuing audio and video programs about sewing accessible by radio, television, satellite, audio, video and computer networks

	85/689,464, pending	Class 26	Sewing kits and supplies
	85/689,468, pending	Class 9	DVDs and e-books featuring sewing instructions and topics related to sewing
	85/689,468, pending	Class 35	Retail store services and on-line retail store services featuring sewing machines, sewing kits and sewing products

II. Common Law Marks

LOVE SEWING (word mark)
 THE SEWING STUDIO (word mark)
 MAKE FASHION YOURS (tagline)

III. Canada Trademark Registrations/Applications

	TMA842495	Online publications, namely magazines
 THE SEWING STUDIO	TMA795737	Sewing services, furniture reupholstering and custom sewing projects, namely, garments, pillows, bedding, furniture covers, table linens, chair covers, cushions and window treatments, namely, blinds, roman shades, valances, and draperies. Sewing classes and private sewing instruction. Providing online sewing classes. Operation of an internet blog, namely a blog featuring articles on sewing; and the operation of a website featuring a virtual sewing community. Retail sale of sewing machines, fabric, and sewing notions.