

## 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
Moocow Limited		03/24/2009	Limited Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Bluwstuff Limited		
Street Address:	4th Floor, 220 Queenstown Road		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	W8 4LP		
Entity Type:	Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3451719	DUVET DANCING	
Registration Number:	3474378	POLE AEROBICS	
Registration Number:	3185259	PEEKABOO	
Serial Number:	76633115	PEEKABOO POLE DANCING	
CORRESPONDENCE DATA			
Fax Number:	2163639001		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	216-363-9000		
Email:	skoenig@faysharpe.com		
Correspondent Name:	Sandra M. Koenig - Fay Sharpe LLP		
Address Line 1:	1228 Euclid Avenue, 5th Floor		
Address Line 4:	Cleveland, OHIO 44115		
ATTORNEY DOCKET NUMBER:	B KYZ 500197US01		

OP \$1115.00 3451719

**DOMESTIC REPRESENTATIVE**

**Name:** Sandra M. Koenig - Fay Sharpe LLP  
**Address Line 1:** 1228 Euclid Avenue, 5th Floor  
**Address Line 4:** Cleveland, OHIO 44115

<b>NAME OF SUBMITTER:</b>	Sandra M. Koenig
<b>Signature:</b>	/sandramkoenig/
<b>Date:</b>	06/13/2013
<b>Total Attachments: 2</b> source=Deed of Assignment - Moowcow Ltd Bluwstuff Ltd - 24-03-09#page1.tif source=Deed of Assignment - Moowcow Ltd Bluwstuff Ltd - 24-03-09#page2.tif	

**THIS DEED OF ASSIGNMENT** is made the 24 day of March 2009

**BETWEEN:**

Moocow Limited (Company No.04353295) with a registered office at Unit 22, Berghem Mews, Blythe Road, London W14 0HN (hereinafter referred to as "the Assignor")

**AND**

Bluwstuff Limited (Company No.04549651) with a registered office at 4<sup>th</sup> Floor, 220 Queenstown Road, London W8 4LP (hereinafter referred to as "the Assignee")

**WHEREAS:**

1. The Assignor is the Registered Proprietor of the trademarks (hereinafter referred to as "the Marks") short particulars of which are set out in the schedule hereto
2. The Assignor and the Assignee have agreed to transfer the Marks from the Assignor to the Assignee on the terms hereinafter appearing.

**NOW THIS DEED WITNESSETH** as follows:

1. In pursuance of the agreement between the Assignor and the Assignee the Assignor HEREBY ASSIGNS and transfers with full title guarantee to the Assignee all right title and interests in and to the Marks and all rights powers liberties and immunities conferred on the proprietor of the Marks TOGETHER WITH the goodwill the right to bring proceedings and all other remedies in relation to any infringement of the Marks or passing off which may have occurred prior to the date hereof TO HOLD the same unto the Assignee absolutely.
2. In furtherance of the said Assignment the Assignor hereby covenants that it will at the request and expense of the Assignee (as to out of pocket expenses only) execute all documents, papers, forms and authorizations and depose to or swear all declarations or oaths, which may be necessary or desirable for securing, completing and vesting full right, title and interest in the Mark(s) in the Assignee absolutely.
3. This Assignment shall be governed by the laws of England & Wales.

**IN WITNESS** of which this Assignment has been executed as a Deed and delivered the day and year first before written.

**Schedule**

Register	No.	Trademark	Status	Classes
Australia	1175150	POLE AEROBICS & device	Registered	9, 16 & 28
CTM	5274791	DUVET DANCING(stylized)	Registered	9, 24 & 28

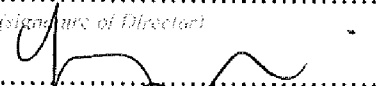
CTM	2190320	PEEK-A-BOO	Registered	24 & 25
CTM	4881595	PEEKABOO & device	Registered	3, 9, 16, 25 & 28
CTM	5318217	PEEKABOO & device	Registered	14, 21, 30, 32 & 35
CTM	5546692	POLE AEROBICS & device	Registered	9, 16 & 28
UK	2366257	MOOCOW Ltd the ideas farm & device (series of 2)	Registered	41 & 42
UK	2336263	PEEKABOO & device	Registered	28
UK	2389789	PEEK-A-BOO & device	Registered	3
UK	2376368	PEEKABOO POLE DANCING & device	Registered	25
UK	2434019	PEEKABOO POLE ICON (series of 2)	Registered	38 & 41
US	3451719	DUVET DANCING(stylized)	Registered	9, 24 & 28
US	3474378	POLE AEROBICS & device	Registered	9, 16 & 28
US	3185259	PEEKABOO & Device	Registered	28
US	76/633115	PEEKABOO POLE DANCING & device	Pending Application	25
US	78/795743	PEEKABOO & device	Pending Application	3, 9 & 16

**SIGNED as a DEED by:**  
**Moocow Limited**

acting by:


  
.....  
(signature of Director)

and :

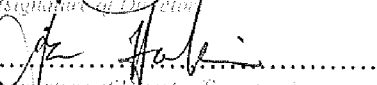
  
.....  
(signature of Director/Secretary)

**SIGNED as a DEED by:**  
**Bluwstuff Limited**

acting by:

  
.....  
(signature of Director)

and :

  
.....  
(signature of Director/Secretary)