

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		05/15/2013	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	SMUSH BRAND		
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	
Serial Number:	85409568	SMUSH	
CORRESPONDENCE DATA			
Fax Number:			
<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:	07/18/2013		
Total Attachments: 1 source=SMUSH 032 conveyence to SMUSH BRAND#page1.tif			

OP \$40.00 85409568

Date: July 15, 2013

To: USPTO

To whom it may concern

COMPLETE OWNERSHIP AND GOOD WILL TRANSFER TRADEMARK SERIAL 85409568

I GILI RITZ am the owner of trademark serial #85409568, hereby transfer all right ownership and good will to the above trademark to SMUSH BRAND LLC. CALIFORNIA, effective July 15th, 2013.

CONVEYING PARTY

GILI RITZ

9461 CHARLEVILLE BLVD. #180

BEVERLY HILLS, CA. 90212

RECEIVING PARTY

SMUSH BRAND

9461 CHARLEVILLE BLBD.

SUITE 180

BEVERLY HILLS, CA . 90212

OWNER: GILI RITZ

DATE: 07/15/2013

SIGNATURE: /GILI RITZ/