

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Tracy E. Campoli		07/25/2013	INDIVIDUAL: UNITED STATES
Jennifer Farthing		07/25/2013	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
Name:	Tone It Up, LLC		
Street Address:	934 Hermosa Ave. #13		
City:	Hermosa Beach		
State/Country:	CALIFORNIA		
Postal Code:	90254		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	3796090	BUDDHA BELLY 2 BEACH BABE	
<b>CORRESPONDENCE DATA</b>			
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:	310.966.1800		
Email:	rafa@rgattomey.com		
Correspondent Name:	Raphael A. Gutierrez		
Address Line 1:	11355 W. Olympic Blvd. Suite 106		
Address Line 4:	Los Angeles, CALIFORNIA 90064		
ATTORNEY DOCKET NUMBER:	1020.119		
NAME OF SUBMITTER:	Raphael A. Gutierrez		
Signature:	/Raphael A. Gutierrez/		
Date:	08/13/2013		
Total Attachments: 1 source=1020.410 Assignment EXECUTED#page1.tif			

OP \$40.00 3796090

**EXHIBIT 1 - TRADEMARK ASSIGNMENT**

This Trademark Assignment (hereinafter referred to as "Assignment") effective as of the date of the last signature hereto ("Effective Date"), is entered into by and between Tone It Up, LLC ("Assignee"), a California limited liability company, on the one hand, and Jennifer Farthing and Tracy E. Campoli, on the other hand. Jennifer Farthing and Tracy E. Campoli, both residents of the state of New York, shall be collectively referred to as "Assignors."

WHEREAS, ASSIGNORS have adopted, used, are using, and are, to the best of their knowledge and belief, the joint owners of the BUDDHA BELLY 2 BEACH BABE mark (hereinafter referred to as the "Trademark");

WHEREAS, ASSIGNORS have acquired goodwill associated with and symbolized by said Trademark and have not abandoned the same;

WHEREAS, ASSIGNORS are the joint owners of federal trademark Registration No. 3,796,090 relating to the Trademark (hereinafter referred to as the "Registration");

WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the Trademark and Registration in the United States; and

WHEREAS, ASSIGNORS are willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNORS may possess in and to the Trademark and Registration in the United States;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS hereby assign and sell to ASSIGNEE all rights, title, and interest as ASSIGNORS may possess in and to the Trademark and Registration, together with the goodwill symbolized by said Trademark and Registration in the United States.

TONE IT UP, LLC

By: \_\_\_\_\_

Name: Karena Dawn

Title: Owner

Date: \_\_\_\_\_

8/13/13

JENNIFER FARTHING

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

[Signature]  
7/25/13

TRACY CAMPOLI

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

[Signature]  
7/29/13