

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
HERSTYLER INC.		08/14/2013	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	VINE VERA INC.		
Street Address:	20255 Corisco Street		
City:	Chatsworth		
State/Country:	CALIFORNIA		
Postal Code:	91311		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	85505219	VINE VERA	
Serial Number:	85907499	VINE · VERA	
Serial Number:	85907504	VINE VERA RESVERATROL SKIN CARE	
Serial Number:	85907495		
CORRESPONDENCE DATA			
Fax Number:	8188863257		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	8188863200		
Email:	cditico@mazalent.com		
Correspondent Name:	Christopher Ditico		
Address Line 1:	20255 Corisco Street		
Address Line 4:	Chatsworth, CALIFORNIA 91311		
NAME OF SUBMITTER:	Christopher Ditico		
Signature:	/Christopher Ditico/		

OP \$115.00 85505219

Date:

08/14/2013

Total Attachments: 2

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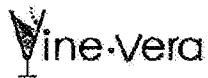


TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT Agreement (“ASSIGNMENT”) is executed on this 14 day of August, 2013 by Herstyler Inc., a company incorporated under the laws of California, having principal place of business at 20255 Corisco Street, Chatsworth CA 91311 (hereinafter referred to as “ASSIGNOR”), acting through Shawn Oded, its General Manager;

IN FAVOR OF

Vine Vera Inc., (hereinafter referred to as “ASSIGNEE”), a company incorporated under the laws of California, having principal place of business at 20255 Corisco Street, Chatsworth CA 91311, acting through Shawn Oded, its General Manager;

WHEREAS, the Assignor is the applicant and lawful owner of all rights, titles and interests in the following trademark applications pending with the United States Patent and Trademark Office, together with the goodwill of the business connected with and symbolized by the Trademarks (collectively the “Trademarks”):

Mark	Type of Mark	Serial No.	Date of filing	Status
VINE VERA	WORD	85505219	Dec. 28, 2011	Review prior to registration completed.
	STYLIZED	85907499	Apr. 17, 2013	Approved by the examining attorney for publication.
	STYLIZED	85907504	Apr. 17, 2013	Approved by the examining attorney for publication.
	STYLIZED	85907495	Apr. 17, 2013	Approved by the examining attorney for publication but has not yet published for opposition. Although rare, withdrawal of approval prior to publication may occur after final review. The opposition period begins on the date of publication.

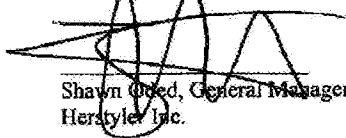
AND WHEREAS, Assignee desires to acquire all rights, titles and interests in and to the Trademark;

NOW, THEREFORE, for good and valuable consideration for an amount of \$1.00, the receipt and adequacy of which are acknowledged, the parties intending to be legally bound by this Assignment, hereby agree as below:

The Assignor hereby irrevocably and perpetually assigns, transfers and conveys to Assignee the entire rights, titles, interests in the above mentioned Trademarks in the United States and in all jurisdictions outside the United States, along with the goodwill attached to the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any future registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

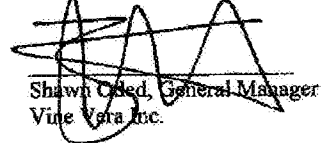
IN WITNESS WHEREOF, the Assignor hereto has executed this Trademark Assignment Agreement as of the date first above written.

ASSIGNOR



Shawn O'Leary, General Manager
Herstyle, Inc.

ASSIGNEE



Shawn O'Leary, General Manager
Vine Vata Inc.