

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT												
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Name of Assignee and execution date of Assignment previously recorded on Reel 005073 Frame 0925. Assignor(s) hereby confirms the Assignment.												
CONVEYING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Name</th> <th style="width: 25%;">Formerly</th> <th style="width: 25%;">Execution Date</th> <th style="width: 25%;">Entity Type</th> </tr> </thead> <tbody> <tr> <td>Gili Ritz</td> <td></td> <td>07/15/2013</td> <td>INDIVIDUAL: UNITED STATES</td> </tr> </tbody> </table>		Name	Formerly	Execution Date	Entity Type	Gili Ritz		07/15/2013	INDIVIDUAL: UNITED STATES				
Name	Formerly	Execution Date	Entity Type										
Gili Ritz		07/15/2013	INDIVIDUAL: UNITED STATES										
RECEIVING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Smush Brand LLC</td> </tr> <tr> <td>Street Address:</td> <td>9461 Charleville Blvd. #180</td> </tr> <tr> <td>City:</td> <td>Beverly Hills</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>90212</td> </tr> <tr> <td>Entity Type:</td> <td>LIMITED LIABILITY COMPANY: CALIFORNIA</td> </tr> </table>		Name:	Smush Brand LLC	Street Address:	9461 Charleville Blvd. #180	City:	Beverly Hills	State/Country:	CALIFORNIA	Postal Code:	90212	Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA
Name:	Smush Brand LLC												
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													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 20%;">Property Type</th> <th style="width: 20%;">Number</th> <th style="width: 60%;">Word Mark</th> </tr> </thead> <tbody> <tr> <td>Serial Number:</td> <td>85409568</td> <td>SMUSH</td> </tr> </tbody> </table>		Property Type	Number	Word Mark	Serial Number:	85409568	SMUSH						
Property Type	Number	Word Mark											
Serial Number:	85409568	SMUSH											
CORRESPONDENCE DATA													
<p>Fax Number: 2125939175 <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Phone: 212-980-0120 Email: pto@fkks.com Correspondent Name: Frankurt Kurnit Klein & Selz PC Address Line 1: 488 Madison Avenue Address Line 2: Attn.: Trademark Department Address Line 4: New York, NEW YORK 10022</p>													
ATTORNEY DOCKET NUMBER:	020779.0300												
NAME OF SUBMITTER:	Matthew Bart												

OP \$40.00 85409568

Signature:	/Matthew Bart/
Date:	08/15/2013
Total Attachments: 2 source=assignment-tm-5073-0925(2)#page1.tif source=assignment-tm-5073-0925(2)#page2.tif	

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/