

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
The Adoni Group, Inc.	FORMERLY Obsession Rules, Inc.	08/08/2013	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Nine Toes, LLC		
Street Address:	321 S Beverly Dr		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90212		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4222117	DANA BY DANA DAVIS	
Registration Number:	3664818	DD	
Registration Number:	3796402	DANA DAVIS	
Registration Number:	3764249	DANA DAVIS	
CORRESPONDENCE DATA			
Fax Number:	2129692900		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(212) 969-3000		
Email:	trademark@proskauer.com		
Correspondent Name:	Jenifer deWolf Paine		
Address Line 1:	Proskauer Rose LLP		
Address Line 2:	Eleven Times Square		
Address Line 4:	New York, NEW YORK 10036-8299		
ATTORNEY DOCKET NUMBER:	23410-008 IP ASSIGNMENT		

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NAME OF SUBMITTER:	Jenifer deWolf Paine
Signature:	/Jenifer deWolf Paine/
Date:	08/19/2013
Total Attachments: 2 source=Executed IP Assignment 23410-008#page1.tif source=Executed IP Assignment 23410-008#page2.tif	

Trademark Assignment Agreement

THIS ASSIGNMENT (the "Assignment") is made as of August 8, 2013, by and between The Adoni Group, Inc., formerly known as Obsession Rules, Inc., a New York corporation having a place of business at 247 W. 38th Street, 3rd Floor, New York, New York 10018 ("TAG"), on the one hand, and Nine Toes, LLC, a California limited liability company having its place of business at 321 S Beverly Dr, Beverly Hills, CA 90212, ("Assignee") on the other hand.

WHEREAS, TAG is the owner of all rights, title and interest in and to the trademarks and registrations listed on Exhibit A hereto (collectively, the "MARKS").

WHEREAS, Assignee, is desirous of assuming the MARKS together with the goodwill of the business symbolized by the MARKS and all rights, title and interest in the United States, associated therewith.

NOW, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, the parties hereto agree as follows:

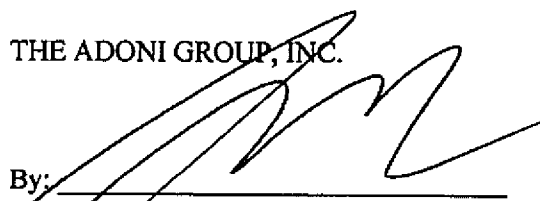
1. Assignor hereby sells, transfers and sets over to Assignee, its entire right, title and interest in and to the MARKS, together with the associated goodwill of the business symbolized by the MARKS throughout the United States, territories, and/or possessions and armed forces PX's, wherever located, including without limitation: any U.S. or state trademark application(s), renewals and maintenance of the resulting registration(s), together with all claims for damages by reason of past infringement of the MARKS, with the right to sue for, and collect the same for its own use and behalf, and for the use and behalf of its successors, assigns or other legal representatives.
2. Assignor agree to cooperate reasonably and execute any additional document(s) at Assignee's request which Assignee may deem reasonably necessary to carry out the purposes of this Assignment.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the date first above written.

NINE TOES, LLC

THE ADONI GROUP, INC.

By: 

By: 

Name: Dana Davis

Name: Jay Adoni

Title: owner

Title: CEO

Exhibit A

Trademarks

<u>Serial Number</u>	<u>Registration Number</u>	<u>Word/Design Mark</u>
77512586	4222117	DANA BY DANA DAVIS
77516578	3664818	DD
77512709	3796402	DANA DAVIS
77512566	3764249	DANA DAVIS