

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
Isla Rose Ltd.		08/15/2013	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	If You Knew, LLC		
Street Address:	114 Liberty Street, 10th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10006		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4064729	HAIRSTORY	
CORRESPONDENCE DATA			
Fax Number:	5619977912		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	561-997-7911		
Email:	acohen@ehgpa.com		
Correspondent Name:	Adam M Cohen, Esq.		
Address Line 1:	1161 Holland Drive		
Address Line 4:	Boca Raton, FLORIDA 33487		
ATTORNEY DOCKET NUMBER:	3911.014		
NAME OF SUBMITTER:	Adam M. Cohen		
Signature:	/Adam M. Cohen/		
Date:	08/19/2013		

OP \$40.00 4064729

Total Attachments: 4

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ASSIGNMENT OF SERVICEMARK
(the "Assignment")

THIS ASSIGNMENT OF SERVICEMARK is made and entered into effective as of the 15th day of August, 2013 (the "Effective Date") by and between Isla Rose Ltd., a New York corporation (the "Assignor") and If You Knew, L.L.C., a New York limited liability company (the "Assignee").

WHEREAS, the Assignor is the owner of that certain United States Servicemark bearing the registration number 4064729 (the "Mark") registered with the United States Patent and Trademark Office (the "USPTO"), as more fully described on Exhibit A attached hereto.

WHEREAS, the Assignor desires to transfer and assign all worldwide right, title and interest in, to and under the Mark to the Assignee and the Assignee desires to accept such assignment and take possession and sole ownership of the Mark.

NOW, THEREFORE, for and in consideration of the sum of Ten Dollars (\$10.00) and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor and Assignee agree as follows:

1. Assignment. The Assignor hereby irrevocably sells, transfers, sets over, conveys and assigns to the Assignee all of the worldwide right, title, benefit, privilege and interest in, to and under the Mark, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for past, present or future infringement of the Mark, whether arising prior to or subsequent to the Effective Date, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States, Canada and in any other jurisdiction, the same to be held and enjoyed by the Assignee and its successors and assigns from and after the Effective Date as fully and entirely as the same would have been held and enjoyed by the Assignor had the foregoing Assignment not been made.

2. Absolute Assignment. The foregoing assignment of the Mark is absolute and irrevocable and shall be effective on and as of the Effective Date.

3. Limited Power of Attorney. The Assignor hereby constitutes and appoints the Assignee and its successors and assigns, the true and lawful attorney of the Assignor, with full power of substitution, in the name of the Assignor, but on behalf of and for the sole benefit of the Assignee: (i) to demand and receive the Mark and to make endorsements and give receipts and releases for and in respect of the same and any part thereof; (ii) to institute, prosecute, compromise and settle any and all actions or proceedings at law, in equity or otherwise, that the Assignee may deem proper in order to receive, collect, assert, defend or enforce any claim, right or title of any kind in or to the Mark; and (iii) to do all such acts and things in relation to the matters set forth in the preceding clauses (i) through (ii) as the Assignee shall deem desirable in its sole and absolute discretion. The Assignor hereby acknowledges that the appointment hereby made and the powers hereby granted are coupled with an interest and are not and shall not be revocable by them in any manner or for any reason.

4. Miscellaneous.

(a) Amendment. Neither this Assignment nor any provision hereof may be amended, modified or waived except by a written instrument executed by the Assignor and the Assignee.

(b) Attorney Fees. In connection with any dispute arising out of this Assignment, the prevailing party (as determined by the court, agency or other authority before which such suit or proceeding is commenced) shall be entitled to recover all costs incurred, including reasonable attorneys' fees, through and including all appellate levels.

(c) Binding Effect. This Assignment shall inure to the benefit of and shall be binding upon the Assignor and the Assignee and their respective heirs, legal representatives, successors and/or assigns.

(d) Execution and Entire Agreement. This Assignment may be executed in any number of counterparts, and each such counterpart will for all purposes be deemed an original instrument, but all such counterparts together will constitute but one and the same agreement. This Assignment contains the entire agreement between the Assignor and the Assignee relating to the subject matter hereof and supersedes all prior and contemporaneous oral and written agreements and discussions.

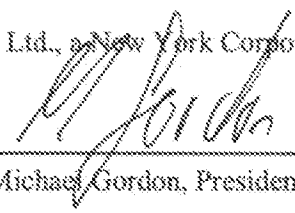
(e) Governing Law. Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment shall be governed by and enforced and construed under the laws of the State of New York without giving effect to the principles of conflicts of the laws thereof.

(Signatures Appear Next Page)

IN WITNESS WHEREOF, the parties hereto have executed this Assignment on and as of the Effective Date.

ASSIGNOR:

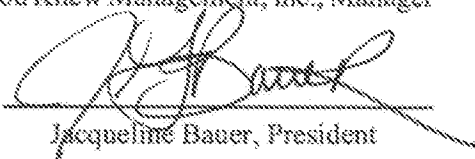
Isla Rose Ltd., a New York Corporation

By: 
Michael Gordon, President

ASSIGNEE:

If You Knew, LLC, a New York limited liability company

By: If You Knew Management, Inc., Manager

By: 
Jacqueline Bauer, President

(Exhibit A Appears Next Page)

Exhibit A

The Mark

<u>Servicemark</u>	<u>USPTO Registration Number</u>	<u>Registration Date</u>
hairstory	4064729	November 29, 2011