

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
Herstler Inc.		08/19/2013	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	LIONESSE 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:	85631132	LIONESSE	
Serial Number:	85631783	LIONESSE	
Serial Number:	85632290	LIONESSE	
Serial Number:	85632213		
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>			
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/		

Date:

08/21/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT Agreement (“ASSIGNMENT”) is executed on this 19th 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

Lionesse 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 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
LIONESSE	WORD	85631132	May 21, 2012	Registered.
	STYLIZED	85631783	May 22, 2012	Registered.
	STYLIZED	85632290	May 22, 2012	Registered.
	STYLIZED	85632213	May 22, 2012	Registered.

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.

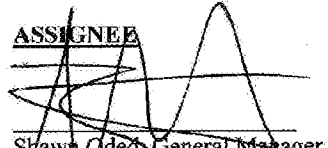
IN WITNESS WHEREOF, the Assignor hereto has executed this Trademark Assignment Agreement as of the date first above written.

ASSIGNOR



Shawn Oded, General Manager
Hershey's Inc.

ASSIGNEE



Shawn Oded, General Manager
Lioness Inc.