

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Eddie Rhyu		10/16/2013	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
Name:	ShoeDazzle.com, Inc.		
Street Address:	2501 Colorado Ave.		
Internal Address:	Ste. 325		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	85878866	LEILA STONE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	9492668680		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	949 515 0003		
Email:	adwight@dwightlawgroup.com		
Correspondent Name:	Amanda V. Dwight		
Address Line 1:	2020 Main Street		
Address Line 2:	Suite 600		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	1168200LEILASTONE		
NAME OF SUBMITTER:	Amanda V. Dwight		
Signature:	/ad/		

OP \$40.00 85878866

Date:

10/28/2013

Total Attachments: 2

source=Assignment#page1.tif

source=Assignment#page2.tif

TRADEMARK ASSIGNMENT AGREEMENT

THIS AGREEMENT ("Agreement") is made by and between Eddie Rhyu ("Rhyu"), an individual, and ShoeDazzle.com, Inc. ("ShoeDazzle"), Delaware Corporation with a business address of 2501 Colorado Avenue, Ste. 325, Santa Monica, California 90404. Rhyu and ShoeDazzle shall sometimes be referred to collectively as "Parties."

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, the Parties agree as follows:

THAT Rhyu is the rightful owner of the following trademark and trademark application. Rhyu has intended to use the following trademark and has filed the following application indicating such intention. Rhyu has not filed allegations of use under Sections 1(c) or 1(d) of the Trademark Act:

MARK	APPLICATION NO.
LEILA STONE	85878866

WHEREAS, Rhyu does hereby assign and transfer unto ShoeDazzle the entire right, title and interest in the foregoing mark and application as part of the entire business to which the mark pertains as required by 15 U.S.C. Section 1060; and

WHEREAS, ShoeDazzle is desirous of acquiring said mark and the pending intent-to-use application;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Rhyu, hereby assigns to ShoeDazzle, its successors and assigns, the entire right, title and interest in said trademark and said intent to use

application, the common law rights associated therewith, in the United States and worldwide, and all of the goodwill of the business associated with the use of and symbolized by said trademark and said application together with all claims for damages by reason of past, present, and future infringement of the rights assigned under this Trademark Assignment, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns, and other legal representatives.

This Agreement is effective as of October 16, 2013.

**Assignor:**

Eddie Rhyu



Dated: October 16, 2013

**Assignee:**

ShoeDazzle.com, Inc.



Dated: October 16, 2013

By: Richard Jun  
Title: General Counsel