

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	07/08/2013

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Keisha L Wright		07/08/2013	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Swoon Beauty, LLC
Street Address:	201 Eastern Parkway
Internal Address:	6B
City:	Brooklyn
State/Country:	NEW YORK
Postal Code:	11238
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	85768936	SWOON
Serial Number:	85978785	SWOON

CORRESPONDENCE DATA

Fax Number: 7136506458
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 8323697852
Email: mboulware@boulwarevaloir.com, tmarshall@boulwarevaloir.com
Correspondent Name: Margaret A. Boulware
Address Line 1: Three Riveway
Address Line 2: Suite 950
Address Line 4: Houston, TEXAS 77056

ATTORNEY DOCKET NUMBER:	SWOON U.S. ASSIGNMENT
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**TRADEMARK
 REEL: 005154 FRAME: 0646**

OP \$65.00 85768936

NAME OF SUBMITTER:	Margaret A. Boulware
Signature:	/margaret a. boulware/
Date:	11/15/2013
Total Attachments: 2 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, Keisha L. Wright having an address of 344 DeWolf Place B, Hackensack, New Jersey 07601, at the time of filing the applications for trademarks in Exhibit A;

WHEREAS, Keisha L. Wright is desirous of assigning all applications for trademarks in Exhibit A including the common law rights, associated goodwill and business associated therewith;

WHEREAS, Swoon Beauty, LLC, having a business address of 201 Eastern Parkway, 6B, Brooklyn, NY 11238, a Limited Liability Corporation in the state of Texas, is desirous of acquiring all trademarks in Exhibit A, the applications therefor and the associated goodwill;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Keisha L. Wright does hereby assign all rights, title and interest in and unto all trademarks in Exhibit A effective July 8, 2013, together with the goodwill of the business symbolized by the trademarks in Exhibit A and the right to recover any damages for past infringement, if any.

Keisha L. Wright

By: _____

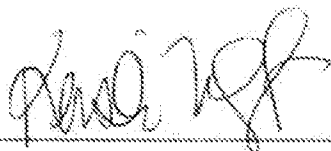


EXHIBIT A

TRADEMARK

APPL. NO.

SWOON and Design

85/768,936

SWOON and Design

85/978,785