

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
FL Dauern Research, Inc.		12/16/2013	CORPORATION: ARIZONA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	L'Dara International, LLC		
<b>Street Address:</b>	4717 E. Hilton Avenue		
<b>Internal Address:</b>	Suite 100		
<b>City:</b>	Phoenix		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85034		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85870832	L'DARA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4806593304		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
<b>Email:</b>	trademarks@hartmantitus.com		
<b>Correspondent Name:</b>	Bradley P. Hartman		
<b>Address Line 1:</b>	7114 E. Stetson Drive		
<b>Address Line 2:</b>	Suite 205		
<b>Address Line 4:</b>	Scottsdale, ARIZONA 85251-3250		
<b>ATTORNEY DOCKET NUMBER:</b>	1360.01.ASSIGNMENT		
<b>NAME OF SUBMITTER:</b>	Bradley P. Hartman		
<b>Signature:</b>	/bradley p hartman/		

OP \$40.00 85870832

Date:

01/07/2014

**Total Attachments: 2**

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**TRADEMARK ASSIGNMENT AGREEMENT**

WHEREAS, FL Dauern Research, Inc, a corporation organized under the laws of the state of Arizona, having an address at 4950 South 48th Street, Phoenix, AZ 85040 USA ("ASSIGNOR") is the equitable owner and record owner of various trademarks and service marks used in connection with ASSIGNOR'S business, including the pending and issued U.S. Trademark/Service Mark Registrations and Application listed in Exhibit A attached hereto and incorporated herein by reference (the "TRADEMARKS"); and

WHEREAS, is L'Dara International, LLC, a limited liability company organized under the laws of the state of Delaware, having an address at 4717 E. Hilton Avenue, Suite 100, Phoenix, AZ 85034 USA ("ASSIGNEE") is a related company to ASSIGNOR and, as such, has acquired from ASSIGNOR certain assets and intellectual property relating to the business, goods and services identified by the TRADEMARKS and is desirous of acquiring all of ASSIGNOR'S entire right, title, and interest in and to the TRADEMARKS, and the goodwill of the business associated therewith.

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

ASSIGNOR does hereby sell, assign and transfer to ASSIGNEE, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to the TRADEMARKS, together with goodwill of the business symbolized by the TRADEMARKS throughout the world, and all registrations and pending applications therefor, in the United States of America, its territories and possessions, and any foreign countries, together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

ASSIGNOR agrees to perform all acts necessary and to execute all documents necessary for ASSIGNEE to perfect its ownership in and to the TRADEMARKS and further agrees to do so at no additional cost to ASSIGNEE.

The undersigned represents and warrants that he/she has the authority to enter into this Agreement on behalf of ASSIGNOR.

FL Dauern Research, Inc. (Assignor)

Dated: 12.16.13

By: [Signature]

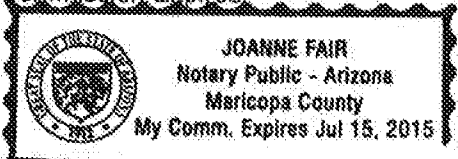
Name: CHRIS REID

Title: GENERAL COUNSEL

STATE OF Arizona  
County of Maricopa } ss.

On this 16 day of December, 2013, before me appeared Chris Reid, the person who signed this Assignment, who acknowledged that he/she signed it as a free act on behalf of ASSIGNOR, with authority to do so.

My Commission Expires:



By: [Signature]  
NOTARY PUBLIC

**EXHIBIT A**

<b>TRADEMARK/ SERVICE MARK</b>	<b>COUNTRY OR JURISDICTION</b>	<b>APPLICATION OR REGISTRATION NO.</b>
L'DARA	U.S.	85870832
L'DARA	CANADA	1,620,621
L'DARA	CTM	1156802
L'DARA	HONG KONG	302561085
L'DARA	NEW ZEALAND	976656
L'DARA	AUSTRALIA	1554758
L'DARA	WIPO	1156802