

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
Archetypes, Inc.		01/16/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Project Miracle IP Holdings, LLC		
Street Address:	995 Fifth Avenue, #5-S		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10028		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85710188	IDOLLOGY	
CORRESPONDENCE DATA			
Fax Number:	4806830309		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(480) 683-0286		
Email:	denise@markcarlino.com		
Correspondent Name:	Mark A. Carlino		
Address Line 1:	28150 N Alma School Pkwy #103-617		
Address Line 4:	Scottsdale, ARIZONA 85262		
ATTORNEY DOCKET NUMBER:	ARCHETYPES TO PMIPH		
NAME OF SUBMITTER:	Mark A. Carlino		
Signature:	/Mark A. Carlino/		
Date:	02/26/2014		
Total Attachments: 1 source=Assignment-Archetypes to PMIPH-ITU 1-16-14#page1.tif			

OP \$40.00 85710188

ASSIGNMENT

WHEREAS, Archetypes, Inc., a Delaware corporation ("Assignor"), having a mailing address of 1441 Broadway, Suite 3001, New York, NY 10018, has intended to use the mark identified below in interstate commerce and has filed an application with the United States Patent and Trademark Office based on its bona fide intent to use the mark in commerce, but has not yet filed an allegation of use of the mark under §§1(c) or 1(d) of the Trademark Act

<u>TRADEMARK</u>	<u>APP NUMBER</u>	<u>APP DATE</u>
Idology	85/710188	Aug. 22, 2012

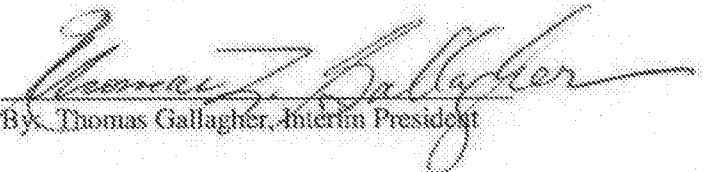
WHEREAS, Assignor is assigning the mark identified above as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. §1060;

WHEREAS, Project Miracle IP Holdings, LLC, a Delaware limited liability company ("Assignee"), having a mailing address of 995 Fifth Avenue, #5-S, New York, NY 10028, has acquired the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. §1060, and is desirous of acquiring said mark and the pending intent-to-use application therefor;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the above-identified mark and the goodwill of the business symbolized thereby.

DATED this 16th day of January, 2014.

ARCHETYPES, INC., Assignor


By: Thomas Gallagher, Interim President