

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM305084

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Archetypes, LLC		04/22/2014	LIMITED LIABILITY COMPANY: ARIZONA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Archetypes, LLC		
<b>Street Address:</b>	1410 Broadway, 23rd Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86213711	THE STORY OF YOU	
<b>Serial Number:</b>	86213990	THE STORY OF ME	
<b>Serial Number:</b>	86214516	ARCHETYPES: THE STORY OF ME	
<b>Serial Number:</b>	86214066	THE ARCHETYPES STORYBOARD	
<b>Serial Number:</b>	86214822	ARCHETYPES MY STORYLINE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4806830309		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	(480) 683-0286		
<b>Email:</b>	denise@markcarlino.com		
<b>Correspondent Name:</b>	Mark A. Carlino		
<b>Address Line 1:</b>	28150 N Alma School Pkwy #103-617		
<b>Address Line 4:</b>	Scottsdale, ARIZONA 85262		
<b>ATTORNEY DOCKET NUMBER:</b>	ARCHETYPES - NAME CHANGE		
<b>NAME OF SUBMITTER:</b>	Mark A. Carlino		
<b>SIGNATURE:</b>	/Mark A. Carlino/		
<b>DATE SIGNED:</b>	05/20/2014		
<b>Total Attachments: 0</b>			

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