

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM313167

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Baby Doll Enterprises		08/01/2014	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	IT Cosmetics		
Street Address:	111 Town Square Place		
Internal Address:	Suite 317		
City:	Jersey City		
State/Country:	NEW JERSEY		
Postal Code:	07310		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4094231	IT GIRL	
CORRESPONDENCE DATA			
Fax Number:	2166216165		
<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>			
Email:	gsteyer@rennerotto.com		
Correspondent Name:	Grant J. Steyer		
Address Line 1:	1621 Euclid Avenue		
Address Line 2:	19th Floor		
Address Line 4:	Cleveland, OHIO 44115		
ATTORNEY DOCKET NUMBER:	KERJ.G0140		
NAME OF SUBMITTER:	Grant J. Steyer		
SIGNATURE:	/Grant J. Steyer/		
DATE SIGNED:	08/06/2014		
Total Attachments: 1			
source=IT GIRL assignment#page1.tif			

OP \$40.00 4094231

Appendix B

Trademark Assignment

WHEREAS, Baby Doll Enterprises, a Limited Liability Company, Florida, with its principal place of business at 398 E. Coral Trace Circle, Delray Beach, Florida 33445 ("Assignor"), has adopted, owns and is using the Mark IT GIRL ("the Mark") in connection with the following goods and/or services: cosmetics; and

WHEREAS, Assignor owns a federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein, Registration No. 4094231 registered on January 31, 2012; and

WHEREAS, IT Cosmetics, a Limited Liability Company, Delaware, with its principal place of business at Suite 317, 111 Town Square Place, Jersey City, New Jersey 07310 ("Assignee"), desires to acquire the Mark and the above-referenced Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and the registration thereof, together with the goodwill of the business symbolized by the Mark and with the right to recover and have damages and profits for past infringement, if any.

Baby Doll Enterprises
[Name of Assignor]

By: Lori Ritter

Name: Lori Ritter

Title: President

Dated effective as of: August 1, 2014

SUBSCRIBED and SWORN to before me this 1 of August, 2014

[Signature]
Notary Public

My Commission Expires: 10-6-2014

