

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM334652

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
3E LLC		03/09/2015	LIMITED LIABILITY COMPANY: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MY SHINEY HINEY LLC		
<b>Street Address:</b>	35 Love Lane		
<b>City:</b>	Netcong		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07857		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW JERSEY		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86400538	MYSHINEY HINEY	
<b>Serial Number:</b>	86355197	BRING SEXY BACK!	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2122925391		
<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>	212-292-5390		
<b>Email:</b>	mail@ipcounselors.com		
<b>Correspondent Name:</b>	Epstein Drangel LLP		
<b>Address Line 1:</b>	60 East 42nd Street, Suite 2410		
<b>Address Line 4:</b>	New York, NEW YORK 10165		
<b>ATTORNEY DOCKET NUMBER:</b>	3606-002		
<b>NAME OF SUBMITTER:</b>	Kimberly Ann Klibert		
<b>SIGNATURE:</b>	/Kimberly Ann Klibert/		
<b>DATE SIGNED:</b>	03/10/2015		
<b>Total Attachments: 1</b>			
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**TRADEMARK ASSIGNMENT**

WHEREAS, 3E LLC, a New Jersey limited liability company, having an address of 35 Love Lane, Netcong, NEW JERSEY 07857 (hereinafter the 'ASSIGNOR') is the owner of the trademark MY SHINEY HINEY & design, the application therefor, U.S. Application Ser. No. 86/400,538, and the goodwill of the business symbolized thereby, and the trademark BRING SEXY BACK!, the application therefor, U.S. Application Ser. No. 86/355,197, and the goodwill of the business symbolized thereby;

AND WHEREAS, MY SHINEY HINEY LLC, a New Jersey limited liability company, having an address of 35 Love Lane, Netcong, NEW JERSEY 07857 (hereinafter the 'ASSIGNEE') is desirous of acquiring all rights, title and interest in and to the trademark MY SHINEY HINEY & design, the application therefor, U.S. Application Ser. No. 86/400,538, and the goodwill of the business symbolized thereby, and the trademark BRING SEXY BACK!, the application therefor, U.S. Application Ser. No. 86/355,197, and the goodwill of the business symbolized thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does, hereby assign and transfer unto said ASSIGNEE, its successors and assigns, all of its rights, title and interest in and to the trademark MY SHINEY HINEY & design, the application therefor, U.S. Application Ser. No. 86/400,538, and the goodwill of the business symbolized thereby, and the trademark BRING SEXY BACK!, the application therefor, U.S. Application Ser. No. 86/355,197, and the goodwill of the business symbolized thereby;

AND ASSIGNOR also assigns and transfers to ASSIGNEE, any and all causes of action, claims, demands or other rights occasioned from or because of any and all past infringement of any of the trademarks MY SHINEY HINEY & design and BRING SEXY BACK!;

AND ASSIGNOR further agrees that upon request, it will execute any and all documents necessary to vest all rights, title and interest in and to the trademark MY SHINEY HINEY & design, and the application therefor, U.S. Application Ser. No. 86/400,538, and to the trademark BRING SEXY BACK!, and the application therefor, U.S. Application Ser. No. 86/355,197.

Dated: 3-9-15

3E LLC

By: 

Print Name:

Title: CORPORATE COUNSEL