

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM355414

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|-----------------------------------|--|-----------------------------|------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Hollywood Fashion Tape, Inc. | | 08/26/2015 | CORPORATION: MINNESOTA |
| RECEIVING PARTY DATA | | | |
| Name: | Cutting Edge Consulting, Inc. | | |
| Street Address: | 5967 West Third Street | | |
| Internal Address: | #102 | | |
| City: | Los Angeles | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90036 | | |
| Entity Type: | CORPORATION: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 27 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77490022 | BODACIOUS BREAST COLLECTION | |
| Serial Number: | 78771451 | DOUBLE STICK CLOTHING TAPE | |
| Registration Number: | 3148696 | FASHION TAPE | |
| Serial Number: | 85250780 | GO TO STYLIST | |
| Serial Number: | 86511260 | HAUTE HEELS | |
| Registration Number: | 3659110 | HOLLYWOOD ADD-ONS | |
| Registration Number: | 3107397 | HOLLYWOOD CLEAR BRA STRAPS | |
| Registration Number: | 3292158 | HOLLYWOOD COVERUPS | |
| Registration Number: | 3406393 | HOLLYWOOD EXTRAS | |
| Registration Number: | 4437046 | HOLLYWOOD FASHION SECRETS | |
| Registration Number: | 2800109 | HOLLYWOOD FASHION TAPE | |
| Serial Number: | 85610047 | HOLLYWOOD FASHION TAPE GUN | |
| Registration Number: | 3898023 | HOLLYWOOD HIP HUGGER | |
| Registration Number: | 3504387 | HOLLYWOOD HOOK-UPS | |
| Serial Number: | 77223735 | HOLLYWOOD HOOK-UPS | |
| Registration Number: | 3655689 | HOLLYWOOD INSIDERS | |
| Serial Number: | 77486687 | HOLLYWOOD LANDING GEAR | |
| Serial Number: | 77174270 | HOLLYWOOD NO-SHOWS | |

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| Property Type | Number | Word Mark |
|----------------------|----------|-------------------------------|
| Serial Number: | 77486657 | HOLLYWOOD STRAP-EASE |
| Registration Number: | 3659111 | HOLLYWOOD TOUCH UPS |
| Serial Number: | 78628328 | KEEP YOUR CLOTHES ON |
| Registration Number: | 3504368 | MAKE OUT MINTS |
| Serial Number: | 78767211 | PREVENTS WARDROBE MALFUNCTION |
| Serial Number: | 77490028 | SECRETS FROM HOLLYWOOD |
| Serial Number: | 86488373 | STYLE EMERGENCY KIT |
| Serial Number: | 86240276 | STYLETTE |
| Registration Number: | 3184770 | TAG TAMERS |

CORRESPONDENCE DATA

Fax Number: 3109989109

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.

Phone: 3109989100

Email: tm@conklelaw.com

Correspondent Name: Mark D. Kremer

Address Line 1: 3130 Wilshire Blvd.

Address Line 2: Suite 500

Address Line 4: Santa Monica, CALIFORNIA 90403

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|--------------------------------|------------------|
| ATTORNEY DOCKET NUMBER: | 0067.246 |
| NAME OF SUBMITTER: | Mark D. Kremer |
| SIGNATURE: | /Mark D. Kremer/ |
| DATE SIGNED: | 09/17/2015 |

Total Attachments: 9

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ASSIGNMENT OF TRADEMARKS

Whereas, Hollywood Fashion Tape Inc., doing business as Hollywood Fashion Secrets Inc., a Minnesota corporation ("Assignor") is the owner of the trademarks, trade dress and registrations thereof listed on Attachment A (collectively, the "Trademarks").

Whereas, Cutting Edge Consulting, Inc. ("Assignee), a California Corporation, whose address is 5967 West Third Street, #102, Los Angeles, CA 90036, wishes to acquire all the right, title and interest to said Trademarks, together with all goodwill pertaining thereto.

THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor assigns the Trademarks to Assignee as follows:

1. GRANT OF RIGHTS:

Assignor irrevocably grants, sells, transfers, assigns and delivers to Assignee, all right, title and interest of every kind and character throughout the world that it has, if any, in and to the Trademarks, and the goodwill of the business pertaining thereto, including the right to and all claims for past damages, it being acknowledged and understood that it is the intention of this assignment to confer upon Assignee, Assignor's full and complete title to and ownership of the Trademarks, for their life, or any term allowed by this law of every jurisdiction.

2. RIGHTS AND OBLIGATIONS:

2.1 Assignor agrees to execute and deliver, or cause to be executed and delivered, to Assignee or any purchaser of the Trademarks from Assignee, any and all documents and instruments, in form and substance reasonably satisfactory to Assignee and its counsel, necessary or useful or which may become necessary or useful to effect and complete the transfer, grant or sale to Assignee of all rights or property acquired or intended to be acquired by Assignee under this Assignment and shall pay any fees or expense necessary for such transfer, grant or sale, found due and owing prior to the date of this Assignment.

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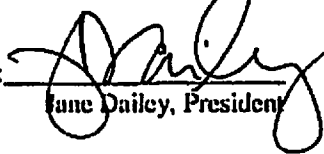
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8/20 IN WITNESS WHEREOF, each party has agreed to and executed this Assignment as of
2015.

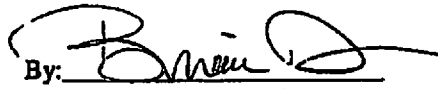
ASSIGNOR:

Hollywood Fashion Tape, Inc.

By: 
June Dailey, President

ASSIGNEE:

Cutting Edge Consulting, Inc.

By: 
Brian Dror, President

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ATTACHMENT A

| Trademark | Country | Status | App. / Reg. No. | App. / Reg. Date | Owner |
|-----------------------------|---|---------------|--------------------------------|--------------------------------------|------------------------------|
| BODACIOUS BREAST COLLECTION | U.S. | Not in use | App. 77490022 | App. 3-JUN-2008 | Hollywood Fashion Tape, Inc. |
| DOUBLE STICK CLOTHING TAPE | U.S. | Not in use | App. 78771451 | App. 12-DEC-2005 | Hollywood Fashion Tape, Inc. |
| FASHION FIRST AID | France, Germany, Sweden, United Kingdom | Not in use | App. 928979 | App. 10-MAY-2007 | Hollywood Fashion Tape, Inc. |
| FASHION TAPE | Israel | Not in use | App. 201249 | App. 14-JUN-2007 | Hollywood Fashion Tape, Inc. |
| FASHION TAPE | U.S. | Registered | App. 78746613 Reg. 3148696 | App. 3-NOV-2005 Reg. 26-SEP-2006 | Hollywood Fashion Tape, Inc. |
| GO TO STYLIST | U.S. | Not in use | App. 85250780 | App. 24-FEB-2011 | Hollywood Fashion Tape, Inc. |
| HAUTE HEELS | U.S. | Pending | App. 86511260 | App. 22-JAN-2015 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD ADD-ONS | U.S. | Not in use | App. 77486588 Reg. 3659110 | App. 29-MAY-2008 Reg. 21-JUL-2009 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD CLEAR BRA STRAPS | U.S. | Not in use | App. 76618653 Reg. 3107397 | App. 1-NOV-2004 Reg. 20-JUN-2006 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD COVERUPS | U.S. | Registered | App. 78853392 Reg. 3292158 | App. 4-APR-2006 Reg. 11-SEP-2007 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD EXTRAS | U.S. | Not in use | App. 77189599 Reg. 3406393 | App. 24-MAY-2007 Reg. 1-APR-2008 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD FASHION SECRETS | CTM | Registered | App. 1134868 | App. 14-DEC-2011 Reg. 14-DEC-2011 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD FASHION SECRETS | Canada | Registered | App. 1555066 Reg. TMA910556 | App. 6-DEC-2011 Reg. 7-AUG-2015 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD FASHION SECRETS | U.S. | Registered | App. 85478147 Reg. 4437046 | App. 21-NOV-2011 Reg. 19-NOV-2013 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD FASHION | Canada | Registered | App. 1216459 | App. 12- | Hollywood |

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| TAPE | | | Reg. TMA644997 | MAY-2004 Reg. 27- JUL-2005 | Fashion Tape, Inc. |
| HOLLYWOOD FASHION TAPE | CTM | Registered | App. 3830205 Reg. 3830205 | App. 12- MAY-2004 Reg. 24- APR-2005 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD FASHION TAPE | Israel | Not in use | App. 201249 | App. 14- JUN-2007 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD FASHION TAPE | U.S. | Registered | App. 76490301 Reg. 2800109 | App. 13- FEB-2003 Reg. 30- DEC-2003 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD FASHION TAPE GUN | U.S. | Pending | App. 85610047 | App. 27- APR-2012 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD HIP HUGGER | U.S. | Registered | App. 77870263 Reg. 3898023 | App. 11- NOV-2009 Reg. 28- DEC-2010 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD HOOK- UPS | U.S. | Registered | App. 77384867 Reg. 3504387 | App. 30- JAN-2008 Reg. 23- SEP-2008 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD HOOK- UPS | U.S. | Not in use | App. 77223735 | App. 6- JUL-2007 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD INSIDERS | U.S. | Not in use | App. 77486642 Reg. 3655689 | App. 29- MAY-2008 Reg. 14- JUL-2009 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD LANDING GEAR | U.S. | Not in use | App. 77486687 | App. 29- MAY-2008 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD NO- SHOWS | U.S. | Not in use | App. 77174270 | App. 7- MAY-2007 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD SHAPES <i>Hollywood</i> (design) <i>Shapes</i> | U.S. | Not in use | App. 79063368 | App. 12- NOV-2008 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD STRAP EASE | U.S. | Not in use | App. 77486657 | App. 29- MAY-2008 | Hollywood Fashion Tape, Inc. |
| HOLLYWOOD TOUCH UPS | U.S. | Not in use | App. 77486626 Reg. 3659111 | App. 29- MAY-2008 Reg. 21- JUL-2009 | Hollywood Fashion Tape, Inc. |
| KEEP YOUR CLOTHES ON | U.S. | Not in use | App. 78628328 | App. 12- MAY-2005 | Hollywood Fashion Tape, Inc. |
| MAKE OUT MINTS | U.S. | Registered | App. 77381495 Reg. 3504368 | App. 27- JAN-2008 Reg. 23- SEP-2008 | Hollywood Fashion Tape, Inc. |
| PREVENTS WARDROBE MALFUNCTION | U.S. | Not in use | App. 78767211 | App. 6- DEC-2005 | Hollywood Fashion Tape, Inc. |
| SECRETS FROM HOLLYWOOD | U.S. | Not in use | App. 77490028 | App. 3- JUN-2008 | Hollywood Fashion Tape, Inc. |
| STYLE EMERGENCY KIT | U.S. | Pending | App. 86488373 | App. 22- DEC-2014 | Hollywood Fashion Tape, Inc. |

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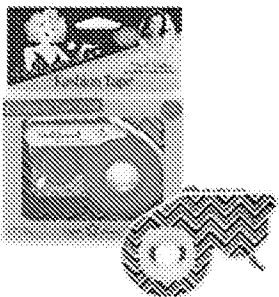
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| STYLETTE | U.S. | Pending | App. 86240276 | App. 2- APR-2014 | Hollywood Fashion Tape, Inc. |
| TAG TAMERS | U.S. | Not in use | App. 78601686 Reg. 3184770 | App. 5- APR-2005 Reg. 12- DEC-2006 | Hollywood Fashion Tape, Inc. |

| Product Line | Images and Text |
|-----------------------------|---|
| BODACIOUS BREAST COLLECTION | <p><i>Bodacious Breast Collection</i></p> <p>Released the most beautiful breast tape No-Fly Underwire</p> <p>Released the most beautiful breast tape No-Covering Cleavage</p> <p>Released the most beautiful breast tape Clear Bra Straps</p> |
| DOUBLE STICK CLOTHING TAPE | Not in use |
| FASHION TAPE | See HOLLYWOOD FASHION TAPE |
| GO TO STYLIST | Not in use |
| HAUTE HEELS | |
| HOLLYWOOD ADD-ONS | Not in use |
| HOLLYWOOD CLEAR BRA STRAPS | |


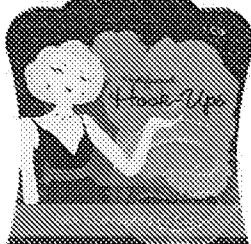
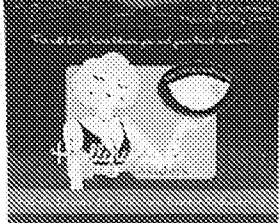

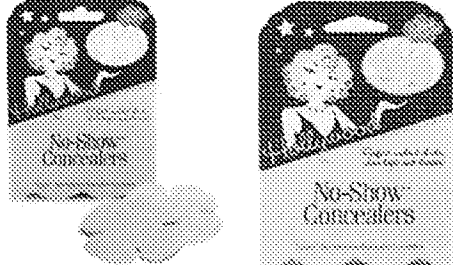
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| <p>HOLLYWO OD COVERUPS</p> |  |
| <p>HOLLYWO OD EXTRAS</p> | <p>Not in use</p> |
| <p>HOLLYWO OD FASHION SECRETS</p> |  |
| <p>HOLLYWO OD FASHION TAPE</p> |  |
| <p>HOLLYWO OD FASHION TAPE GUN</p> |  |

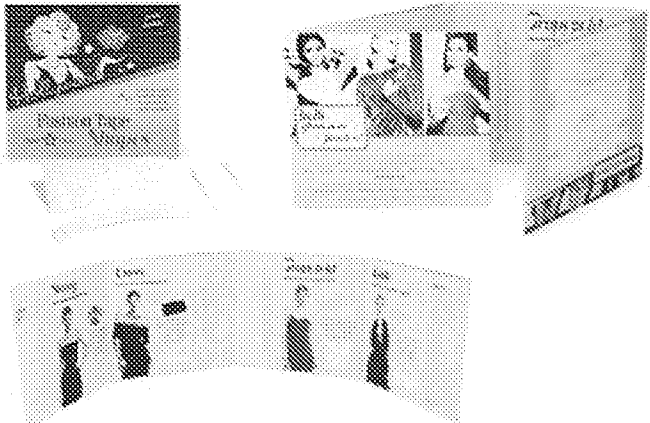


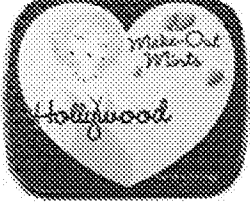
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| <p>HOLLYWO OD HIP HUGGER</p> |  |
| <p>HOLLYWO OD HOOK- UPS</p> |  |
| <p>HOLLYWO OD INSIDERS</p> |  |
| <p>HOLLYWO OD LANDING GEAR</p> |  |
| <p>HOLLYWO OD NO- SHOWS</p> |  |

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| <p>HOLLYWO OD SHAPES</p> |  |
| <p>HOLLYWO OD STRAP EASE</p> |  |
| <p>HOLLYWO OD TOUCH UPS</p> |  |
| <p>KEEP YOUR CLOTHES ON</p> | <p>Not in use</p> |
| <p>MAKE OUT MINTS</p> |  |
| <p>SECRETS FROM HOLLYWO OD</p> | <p>Not in use</p> |

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| <p>STYLE EMERGEN CY KIT</p> |  <p><i>Style Emergency Kit</i></p> <p>\$14.99</p> <p>It's a style emergency!</p> <p>Wash Iron Steam</p> <p>Quantity: <input type="text"/></p> <p>ADD TO CART</p> <p>VIEW PRODUCT</p> |
| <p>STYLETTE</p> |  |
| <p>TAG TAMERS</p> |  |

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