

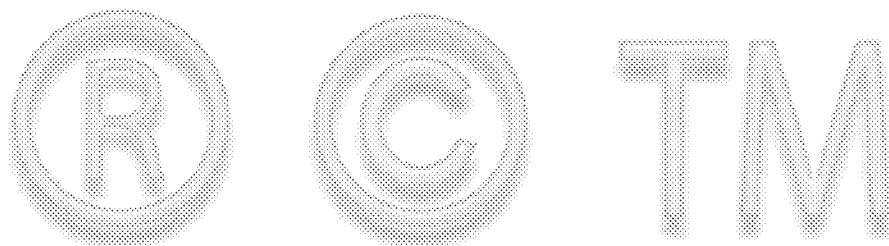
TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM363769

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Paige Herman-Axel		11/15/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	firstPaige, Inc.		
Street Address:	16106 Rosecroft Terr.		
City:	Delray Beach		
State/Country:	FLORIDA		
Postal Code:	33446		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3870541	INSIDER BEAUTY BUZZ	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Phone:	3059262227		
Email:	heidi@heidi8.com		
Correspondent Name:	Heidi Tandy		
Address Line 1:	1691 Michigan Ave		
Address Line 2:	Suite 300		
Address Line 4:	Miami Beach, FLORIDA 33139		
NAME OF SUBMITTER:	Heidi Howard Tandy, Esq.		
SIGNATURE:	/hht/		
DATE SIGNED:	11/26/2015		
Total Attachments: 2			
source=Executed INSIDER BEAUTY BUZZ Assignment#page1.tif			
source=Executed INSIDER BEAUTY BUZZ Assignment#page2.tif			

OP \$40.00 3870541



ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Agreement") is made and entered into as of [November 1, 2015_] (the "Effective Date") by and between [Paige Herman-Axel], [a resident of the state of Florida ("Assignor")] and [firstPaige, Inc.], a Florida corporation with a principal place of business at 16106 Rosecroft Terr., Delray Beach, 33446 ("Assignee").

WHEREAS, Assignor is the owner of the trademark INSIDER BEAUTY BUZZ, a trademark registration at Registration No. 3.870.541, the domain name *insiderbeautybuzz.com* and various Facebook, Instagram, Twitter and other accounts related thereto (the "IP") the copyrights for various content including the content located at the IP (the "Copyrights"); and

WHEREAS, Assignor desires to convey, transfer, assign, deliver, and contribute to Assignee all of its right, title, and interest in and to the IP and Copyrights;

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys, transfers, assigns, delivers, and contributes to Assignee all of the right, title, and interest in, of and by Assignor of whatever kind in and to the IP and Copyrights, together with (1) the goodwill of the business relating to any and all products, services and other usages in respect upon which the IP and Copyrights are used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the IP and Copyrights, including without limitation, and payments for past or future infringements and misappropriations of the IP and Copyrights; and (3) all rights to sue for past, present and future infringement or misappropriation of the IP and Copyrights and prosecute/defend against all incursions or actions by third parties in connection with rights that vest from or relating to the IP and Copyrights.

Assignor and Assignee mutually covenant that each will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the IP and Copyrights.

Assignor hereby warrants that it owns the IP and Copyrights, the IP and Copyrights are each and all free of all security interests, Assignor has not granted any licenses to use the IP and Copyrights, or other rights to the IP and Copyrights, to any party other than Assignee, and Assignor is not aware of any competing claims for, to or on any of the IP and Copyrights.

This Agreement may be executed in one or more counterparts, each of which shall be deemed to be an original, and all of which together shall constitute one and the same Agreement. This Agreement may be executed and delivered via electronic facsimile (including scanning and e-signature) transmission with the same force and effect as if it were executed and delivered by the parties simultaneously in the presence of one another, and signatures on a facsimile copy or electronic contract hereof shall be deemed authorized, original signatures.

Governing Law. This Agreement shall be interpreted and construed in accordance with the laws of the State of Florida of the United States, without reference to choice of law provisions.

SIGNED ON November 15, 2015,

Paige Herman-Axel

Paige Herman-Axel