

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Danilo 'R, Inc.		11/01/2006	CORPORATION:
RECEIVING PARTY DATA			
Name:	Poleci Holdings LLC		
Street Address:	1400 Broadway, 23rd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78211417	THE ART OF DRESSING	
CORRESPONDENCE DATA			
Fax Number:	(212)391-4556		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2127301900		
Email:	aedwards@ssghlaw.com		
Correspondent Name:	Asha Edwards		
Address Line 1:	111 West 40th Street, 33rd Floor		
Address Line 4:	New York, NEW YORK 10018		
NAME OF SUBMITTER:	Diane Levin		
Signature:	/Diane Levin/		
Date:	04/02/2007		
Total Attachments: 1			
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OP \$40.00 78211417


ASSIGNMENT OF TRADEMARK

FOR AND IN CONSIDERATION of the sum of one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged that Danilo 'R, Inc. DBA Poleci Corporation (The "Assignor"), a corporation, having an office at 929 South Broadway, 2nd Floor Los Angeles California 90015, hereby sells, assigns, transfers and sets over unto Poleci Holdings LLC, all of the Assignor's rights, title and interest in and to the name and mark, "The Art of Dressing", and the goodwill and business symbolized by said name and trademark and all causes of action and claim for damages therefore, free and clear of all liens and encumbrances, if any.


IN WITNESS WHEREOF, the Assignor has signed this Assignment as of the 1st day of November 2006.

DANILO R' INC.

By:



Name and Title of Officer Signing
Danilo 'R, Inc.


LAURA SZKAPIAK
Notary Public of New Jersey
Commission Expires 7/22/2009