

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
Carrie S. Rezabek		07/09/2009	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Pure Barre IP, LLC		
Street Address:	817 14th Street, # C		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90403		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3553370	PURE BARRE	
CORRESPONDENCE DATA			
Fax Number:	(206)340-9599		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	206-340-9619		
Email:	jkaufman@grahamdunn.com, rcumbow@grahamdunn.com, shoshikawa@grahamdunn.com		
Correspondent Name:	Jane H. Kaufman - Graham & Dunn PC		
Address Line 1:	2801 Alaskan Way, Suite 300 - Pier 70		
Address Line 4:	Seattle, WASHINGTON 98121-1128		
ATTORNEY DOCKET NUMBER:	M40762 - PURE BARRE (41)		
NAME OF SUBMITTER:	Jane H. Kaufman		
Signature:	/jhk/		
Date:	07/09/2009		

OP \$40.00 3553370

Total Attachments: 2
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ASSIGNMENT OF U.S. TRADEMARK RIGHTS

WHEREAS, Carrie S. Rezubek ("Assignor"), a U.S. citizen with her address at 460 Camino Del Mar, #5, Del Mar, California 92014, has adopted, used, is using, and has common law rights in the mark that is the subject of this assignment, and is the owner of the trademark/service mark registration set forth in Exhibit 1 and incorporated herein by reference;

WHEREAS, Pure Barre IP, LLC ("Assignee"), a California limited liability company with its address at 817 14th Street, #c, Santa Monica, California 90403, is desirous of acquiring said mark and registration, together with its common law rights and the goodwill associated therewith; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee, all rights, title and interest in and to the mark and the registration effective July 8, 2009, together with that portion of its business relating to the mark and the goodwill appurtenant thereto.

By: 
Carrie S. Rezubek

Dated: 7.9.09

EXHIBIT 1
U.S. TRADEMARK REGISTRATION

Mark	Registration No.	Registration Date
PURE BARRE	3,553,370	December 30, 2008

M40762-1233109