

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Tammy Hotsenpiller		01/07/2010	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Helena Cho
Street Address:	14610 So. Broadway Street
City:	Gardena
State/Country:	CALIFORNIA
Postal Code:	90248
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	77298509	MAKE A DIFFERENCE

CORRESPONDENCE DATA

Fax Number: (310)824-5555
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: docketla@fulpat.com
 Correspondent Name: Gary M. Anderson c/o Fulwider Patton LLP
 Address Line 1: 6060 Center Dr., 10th Floor
 Address Line 4: Los Angeles, CALIFORNIA 90045

ATTORNEY DOCKET NUMBER:	HUMNI-81499 AND 78286
NAME OF SUBMITTER:	Gary M. Anderson
Signature:	/s/
Date:	02/16/2010

Total Attachments: 1

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**TRADEMARK
 REEL: 004150 FRAME: 0116**

OP \$40.00 77298509

TRADEMARK ASSIGNMENT

WHEREAS, TAMMY HOTSENPILLER, an individual with an address of 872 South Endicott Court, Anaheim Hills, California 92808 [hereinafter "ASSIGNOR"], is a co-owner of U.S. Trademark Application Serial No. 77/298509 for the mark MAKE A DIFFERENCE for use in conjunction with clothing, namely, lingerie.

WHEREAS, HELENA CHO, an individual with an address of 14610 South Broadway Street, Gardena, California 90248 [hereinafter "ASSIGNEE"], is a co-owner of U.S. Trademark Application Serial No. 77/298509 for the mark MAKE A DIFFERENCE for use in conjunction with clothing, namely, lingerie.

WHEREAS, HELENA CHO is acquiring Tammy Hotsenpiller's entire interest in the business connected with the mark MAKE A DIFFERENCE and U.S. Application Serial No. 77/298,509.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby sell, assign and transfer to ASSIGNEE, all right, title, and interest in and to said trademark and pending application and any registration issuing thereon, any and all renewals and extensions thereof that may be secured under all laws now or hereafter in force, and all trademark and service mark interests of every kind and nature, together with the entire goodwill of the business associated with said trademark, and any and all causes of action heretofore accrued in ASSIGNOR's favor for infringement thereof, effective as of January 8, 2010.

Executed this 7 day of January 2010, at Yorba Linda, California.

By: 
Tammy Hotsenpiller