

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                 |                           |
|----------------------------------|--|-----------------|---------------------------|
| SUBMISSION TYPE:                 | NEW ASSIGNMENT   |                 |                           |
| NATURE OF CONVEYANCE:            | NUNC PRO TUNC ASSIGNMENT   |                 |                           |
| EFFECTIVE DATE:                  | 12/30/2009   |                 |                           |
| <b>CONVEYING PARTY DATA</b>      |  |                 |                           |
|                                  | <b>Name</b>  | <b>Formerly</b> | <b>Execution Date</b>     |
|                                  | Talia Goldfarb   |                 | 08/20/2010                |
|                                  | Danielle Eason   |                 | 08/18/2010                |
|                                  |  |                 | <b>Entity Type</b>        |
|                                  |  |                 | INDIVIDUAL: UNITED STATES |
|                                  |  |                 | INDIVIDUAL: UNITED STATES |
| <b>RECEIVING PARTY DATA</b>      |  |                 |                           |
| <b>Name:</b>                     | Myself Designs, Inc.   |                 |                           |
| <b>Street Address:</b>           | 6614 Clayton Road, #312  |                 |                           |
| <b>City:</b>                     | St. Louis  |                 |                           |
| <b>State/Country:</b>            | MISSOURI   |                 |                           |
| <b>Postal Code:</b>              | 63117  |                 |                           |
| <b>Entity Type:</b>              | CORPORATION: MISSOURI  |                 |                           |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                 |                           |
|                                  | <b>Property Type</b>   | <b>Number</b>   | <b>Word Mark</b>          |
|                                  | Registration Number:   | 2974202         | MYSELF BELTS              |
| <b>CORRESPONDENCE DATA</b>       |  |                 |                           |
| <b>Fax Number:</b>               | (314)726-7501  |                 |                           |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                 |                           |
| <b>Phone:</b>                    | (314) 726-7500   |                 |                           |
| <b>Email:</b>                    | jewefile@hdp.com   |                 |                           |
| <b>Correspondent Name:</b>       | Harness, Dickey & Pierce, P.L.C.   |                 |                           |
| <b>Address Line 1:</b>           | 7700 Bonhomme  |                 |                           |
| <b>Address Line 2:</b>           | Suite 400  |                 |                           |
| <b>Address Line 4:</b>           | St. Louis, MISSOURI 63105  |                 |                           |
| <b>ATTORNEY DOCKET NUMBER:</b>   | 2598-200003/US   |                 |                           |
| <b>NAME OF SUBMITTER:</b>        | Joseph E. Walsh, Jr.   |                 |                           |

CH \$40.00 2974202

**900169961**

**TRADEMARK  
 REEL: 004264 FRAME: 0979**

|  |                        |
|--|------------------------|
| Signature:   | /Joseph E. Walsh, Jr./ |
| Date:  | 08/23/2010             |
| Total Attachments: 4<br>source=Executed Trademark Assignment#page1.tif<br>source=Executed Trademark Assignment#page2.tif<br>source=Executed Trademark Assignment#page3.tif<br>source=Executed Trademark Assignment#page4.tif |                        |

## NUNC PRO TUNC ASSIGNMENT

This *nunc pro tunc* Assignment is effective as of December 30, 2009.

WHEREAS, Myself Designs, L.L.C., a Delaware limited liability company, having conducted business at 7275 Kingsbury Boulevard, St. Louis, Missouri, 63130, was dissolved by its members on December 19, 2009 and, upon dissolution of Myself Designs, L.L.C., all rights in the trademark MYSELF BELTS, including U.S. Trademark Reg. No. 2,974,202 (collectively hereinafter the "Trademark"), passed by operation of law to the Members of Myself Designs, L.L.C. – namely: Talia Goldfarb; and Danielle Eason (hereinafter "Assignors"), as individuals, each owning an equal share of rights in the Trademark;

WHEREAS, Myself Designs, Inc., a Missouri corporation (hereinafter "Assignee"), having a primary place of business at 6614 Clayton Road, #312, St. Louis, Missouri, 63117, is desirous of acquiring all right, title and interest in and to the Trademark; and

WHEREAS, Assignors are willing to assign all of their respective and individual right, title and interest in and to the Trademark to Assignee.

NOW, THEREFORE, to all whom it may concern, be it known that for One US Dollar (\$1.00) and for other good and valuable consideration, the complete receipt and sufficiency of which are hereby acknowledged, Assignors do hereby sell, assign and transfer unto Assignee, and Assignee does hereby accept all right, title and interest in, to and under the Trademark, including the right to sue for past, present and future infringement and to keep for itself any recovery derived therefrom, together with the goodwill of the business symbolized thereby.

IN WITNESS WHEREOF, the Assignors have caused this Assignment to be signed and entered into as individuals or by their duly authorized representative, as evidenced by their signatures below. The duly authorized representative, by signing below, certifies that she is entitled to act on behalf of her respective company, and that such company is valid and existing under the laws of the United States of America.

**Signatures of the ASSIGNORS:**

Talia Goldfarb  
Talía Goldfarb, an Individual

**Witnessed by:**

Signature: Mary Rickard  
Name: Mary Rickard

Signature: Kim Adler  
Name: Kim Adler

STATE OF MISSOURI     )  
  ) SS:  
COUNTY OF ST. LOUIS    )

On this 20 day of August in the year 2010, before me, the undersigned notary public, personally appeared Talía Goldfarb, known to me to be the person whose name is subscribed to the within instrument and acknowledged that she executed the same for the purposes therein contained. In witness whereof, I hereunto set my hand and official seal.

Deborah J. Brown  
Notary Public

Name: \_\_\_\_\_

My Commission Expires: \_\_\_\_\_



DEBORAH J. BROWN  
My Commission Expires  
July 28, 2011  
St. Charles County  
Commission #07427486

Danielle Eason

Danielle Eason, an Individual

Witnessed by:

Signature: [Signature]

Name: Sean Riley

Signature: [Signature]

Name: Terry Coker

STATE OF Connecticut  
COUNTY OF Fairfield SS:

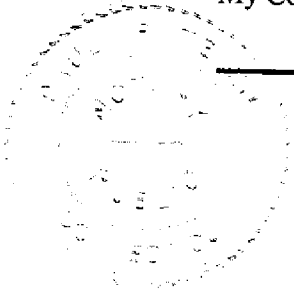
On this 18 day of August in the year 2010, before me, the undersigned notary public, personally appeared Danielle Eason, known to me to be the person whose name is subscribed to the within instrument and acknowledged that she executed the same for the purposes therein contained. In witness whereof, I hereunto set my hand and official seal.

[Signature]  
Notary Public

Name: Paula R Tenen

My Commission Expires: \_\_\_\_\_

**Paula B. Tenen**  
Notary Public, Connecticut  
My Commission Expires 31, 2011



**Signature of ASSIGNEE:**

Talia Goldfarb  
Talía Goldfarb, President  
MYSELF DESIGNS, INC.

**Witnessed by:**

Signature: Mary Rickard  
Name: Mary Rickard

Signature: Kim Adler  
Name: Kim Adler

STATE OF MISSOURI     )  
  ) SS:  
COUNTY OF ST. LOUIS    )

On this 20 day of August in the year 2010, before me, the undersigned notary public, personally appeared Talía Goldfarb, known to me to be the person whose name is subscribed to the within instrument and acknowledged that she executed the same for the purposes therein contained. In witness whereof, I hereunto set my hand and official seal.

Deborah J. Brown  
Notary Public

Name: \_\_\_\_\_  
My Commission Expires: \_\_\_\_\_  
DEBORAH J. BROWN  
My Commission Expires  
July 28, 2011  
St. Charles County  
Commission #07427486

