

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Steven Tallarico		05/04/2011	INDIVIDUAL: UNITED STATES

**RECEIVING PARTY DATA**

<b>Name:</b>	Balloon Knot, Inc.
<b>Street Address:</b>	9000 Sunset Blvd., Suite 800
<b>Internal Address:</b>	c/o LaPolt Law, P.C.
<b>City:</b>	West Hollywood
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90069
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 11**

Property Type	Number	Word Mark
Serial Number:	85236024	APPSOLEWDLY
Serial Number:	77254823	ST
Serial Number:	77255140	ST
Serial Number:	77255128	ST
Serial Number:	77255116	ST
Serial Number:	77255025	ST
Serial Number:	77976252	ST
Serial Number:	77254789	ST
Serial Number:	77254777	ST
Serial Number:	77254763	ST
Serial Number:	85231549	TYLERISMS

**CORRESPONDENCE DATA**

Fax Number: (310)860-0363

**900191068**

**TRADEMARK  
 REEL: 004534 FRAME: 0588**

**CH \$290.00 85236024**

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

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ATTORNEY DOCKET NUMBER:	10488-2 ASSIGNMENT
NAME OF SUBMITTER:	Anthony M. Keats
Signature:	/amk/
Date:	05/05/2011

Total Attachments: 2  
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source=assignment#page2.tif

TRADEMARK ASSIGNMENT

This trademark assignment ("Assignment") is effective as of May 4, 2011 ("Effective Date") by and between Steven Tallarico, ("Assignor"), an individual, and Balloon Knot, Inc. ("Assignee"), a Delaware corporation having an address of c/o LaPolt Law, P.C., 9000 Sunset Blvd., Suite 800, West Hollywood, CA 90069.

WHEREAS Assignor is the owner of the trademark applications and registrations in the attached Exhibit A ("Trademarks") including, without limitation, the goodwill associated with and symbolized by such Trademarks, common law mark and trade name.

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee, all rights, title and interest in and to the Trademarks, and all intellectual property rights therein including, without limitation, the goodwill associated with such Trademarks and all other rights as may exist now and/or hereafter come into existence, and including all renewals and extensions thereof, regardless of whether such rights arise under the law of the United States or any other state, country or jurisdiction.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed as of the effective date.

ASSIGNOR

ASSIGNEE

STEVEN TALLARICO, INDIVIDUAL

BALLOON KNOT, INC.

By: \_\_\_\_\_  
Its:

By: \_\_\_\_\_  
Its:

STEVEN TYLER

Trademark Report by Country  
 Status: ACTIVE

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REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<b>UNITED STATES</b>							
10488-00002-15	APPSOLEWDLY	2/7/2011	85/236,024			PENDING	09
10488-00002-08	ST (EYE LOGO)	8/14/2007	77/254,823			ALLOWED	25
10488-00002-12	ST (STYLIZED)	8/14/2007	77/255,140			ALLOWED	25
10488-00002-11	ST (STYLIZED)	8/14/2007	77/255,128			ALLOWED	15
10488-00002-10	ST (STYLIZED)	8/14/2007	77/255,118			ALLOWED	12
10488-00002-09	ST (STYLIZED)	8/14/2007	77/255,025			ALLOWED	09
10488-00002-13	ST (STYLIZED)	8/14/2007	77/976,252	12/30/2008	3,555,182	REGISTERED	15
10488-00002-07	ST EYE LOGO	8/14/2007	77/254,789			ALLOWED	15
10488-00002-06	ST EYE LOGO	8/14/2007	77/254,777			ALLOWED	12
10488-00002-05	ST EYE LOGO	8/14/2007	77/254,763			ALLOWED	09
10488-00002-14	TYLERISMS	2/1/2011	85/231,549			PENDING	18
END OF REPORT						TOTAL ITEMS SELECTED =	11