

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
Romar International Corp.		07/06/2011	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Idea Factory Associates LLC		
Street Address:	552 Seventh Avenue		
Internal Address:	Suite 202		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1145472	STUDIO 18	
CORRESPONDENCE DATA			
Fax Number:	(212)336-8001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2123368000		
Email:	ptodocket@arelaw.com		
Correspondent Name:	Chester Rothstein		
Address Line 1:	90 PARK AVENUE		
Address Line 4:	NEW YORK, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	48850/0003		
NAME OF SUBMITTER:	Chester Rothstein		
Signature:	/Chester Rothstein/		
Date:	07/06/2011		
Total Attachments: 1 source=ROMAR Assignment#page1.tif			

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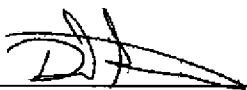
WHEREAS, Romar International Corp., a corporation organized and existing under the laws of the State of New Jersey, having a principal place of business at 1369 Broadway, 4th Floor, New York, NY 10018 ("Assignor"), has adopted, used and is using the trademark STUDIO 18 in United States Commerce ("the Trademark") and is the owner of U.S. Trademark Registration No. 1,145,472 for the Trademark, and all goodwill associated therewith; and

WHEREAS, Idea Factory Associates LLC, a limited liability company organized and existing under the laws of the State of New York, having a principal place of business at 552 Seventh Avenue, Suite 202, Floor, New York, NY 10018 ("Assignee"), is desirous of acquiring all right, title and interest to the Trademark and U.S. Trademark Registration No. 1,145,472 for the Trademark, and all goodwill associated therewith;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, and transfers to Assignee all of Assignor's right, title and interest in and to the Trademark, U.S. Trademark Registration No. 1,145,472, together with the goodwill of the business symbolized thereby and/or associated therewith.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 6th day of July, 2011.

ROMAR INTERNATIONAL CORP.

By: 
David Steinberg
President