

## 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
PERFORMANCE BRANDS, INC.		07/10/2012	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	MY MIRACLE HAIR SECRETS INC.		
Street Address:	1545 PASSION VINE CIRCLE		
City:	WESTON		
State/Country:	FLORIDA		
Postal Code:	33326		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85601515	MY MIRACLE BLOW DRY SECRET!	
CORRESPONDENCE DATA			
Fax Number:	9549240717		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	954-924-0707		
Email:	trademark@patentmiami.com		
Correspondent Name:	Robert M. Schwartz		
Address Line 1:	P.O. Box 221470		
Address Line 4:	Hollywood, FLORIDA 33022		
ATTORNEY DOCKET NUMBER:	MY1056.001E		
NAME OF SUBMITTER:	Robert M. Schwartz		
Signature:	/robert m schwartz/		
Date:	07/11/2012		
Total Attachments: 1 source=Executed Assignment Document#page1.tif			

OP \$40.00 85601515

ASSIGNMENT OF TRADEMARK

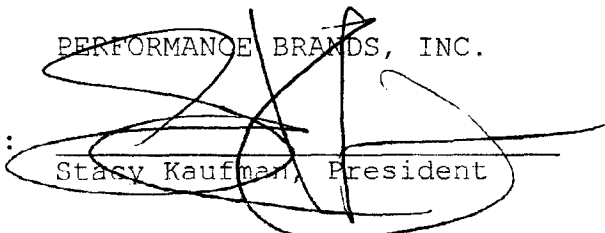
WHEREAS, PERFORMANCE BRANDS, INC., a Florida Corporation, located and doing business at 905 Shotgun Road, Weston, Florida, 33326, has intended to use the mark "MY MIRACLE BLOW DRY SECRET!" in commerce and has filed an application for registration of the mark with the United States Patent and Trademark Office on April 18, 2012, assigned Serial No. 85/601,515, based on and indicating an intent to use, but has not yet filed an allegation of use under Sections 1(c) or 1(d) of The Trademark Act, and

WHEREAS, MY MIRACLE HAIR SECRETS INC., a Florida Corporation, located and doing business at 1545 Passion Vine Circle, Weston, Florida, 33326, the successor of the ongoing and existing business or portion thereof of Performance Brands, Inc. to which the mark pertains, as required by U.S.C. Section 1060, is desirous of acquiring said trademark and the pending application Serial No. 85/601,515;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Performance Brands, Inc. does hereby assign, convey and transfer to MY MIRACLE HAIR SECRETS INC. all right, title and interest in and to the trademark and application Serial No. 85/601,515 and any federal and international registrations resulting therefrom and the goodwill of the business symbolized thereof.

Signed at (city) Sarasota, Florida this 10th day of July, 2012.

PERFORMANCE BRANDS, INC.

By:   
Stacy Kaufman, President

PE107.215c Asmt ITU