

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM313222

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Stylr Inc.		06/13/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Wal-Mart Stores, Inc.		
Street Address:	702 SW 8th Street		
City:	Bentonville		
State/Country:	ARKANSAS		
Postal Code:	72716		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86132488	STYLR	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	ustm@walmartlegal.com		
Correspondent Name:	Diane Johnsson		
Address Line 1:	702 SW 8th Street		
Address Line 4:	Bentonville, ARKANSAS 72716		
ATTORNEY DOCKET NUMBER:	81188985		
NAME OF SUBMITTER:	Diane Johnsson		
SIGNATURE:	/Diane Johnsson/		
DATE SIGNED:	08/06/2014		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this “Trademark Assignment”) is made and entered into on June 13, 2014 (the “Effective Date”) by and between **Stylr Inc.**, a Delaware corporation (“Company”) and **Wal-Mart Stores, Inc.**, a Delaware corporation (the “Purchaser”) pursuant to that certain Asset Purchase Agreement dated as of June 13, 2014 by and between Company, Purchaser and the Shareholders (as defined therein) (the “Asset Purchase Agreement”).

WHEREAS, Company is the owner of all rights in the trademark STYLRL, including a pending application with the US Trademark Office, Serial No. 86/132,488 (the “Trademark”); and

WHEREAS, pursuant to the Asset Purchase Agreement, Company agreed to sell, assign and transfer all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark.

NOW, THEREFORE, for good and valuable consideration paid by Purchaser pursuant to the Asset Purchase Agreement, the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Company does hereby sell, assign, transfer and convey unto Purchaser, free and clear of all liens and encumbrances, all of Company’s right, title, and interest throughout the world in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, including the right to recover for past infringements and misappropriations thereof.

FURTHER, Company shall execute, or cause to be executed, all proper papers and take all proper actions reasonably necessary to affect the transfer contemplated hereby.

FURTHER, this Trademark Assignment and the Asset Purchase Agreement, together

with the documents referenced herein and therein (including without limitation that certain Intellectual Property Assignment Agreement dated as of June 13, 2014 by and between Company and Purchaser) constitute the entire agreement, and supersede any and all prior agreements, whether written or oral, with regard to the Trademark. No amendment, modification or waiver of any of the provisions of this Trademark Assignment will be valid unless set forth in a written instrument signed by the party to be bound.

[signature page follows]

PURCHASER:

WAL-MART STORES, INC.

By: 

Name: BRIAN K. ROBELL

Title: VP Business Development & Strategy

COMPANY:

STYLR INC.

By: _____

Name: _____

Title: _____

PURCHASER:

WAL-MART STORES, INC.

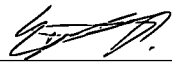
By: _____

Name: _____

Title: _____

COMPANY:

STYLR INC.

By:  _____

Name: Eytan Daniyalzade

Title: President, Treasurer and Secretary