

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM327588

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Catherine A. Orentreich		12/17/2014	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Ideation Unlimited, Inc.		
<b>Street Address:</b>	909 Fifth Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10021		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2480229	SAVE YOUR NECK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5167424366		
<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>			
<b>Phone:</b>	516-742-4343		
<b>Email:</b>	intprop@ssmp.com		
<b>Correspondent Name:</b>	Keith A. Weltsch		
<b>Address Line 1:</b>	400 Garden City Plaza		
<b>Address Line 2:</b>	Suite 300		
<b>Address Line 4:</b>	Garden City, NEW YORK 11530		
<b>ATTORNEY DOCKET NUMBER:</b>	2396/1037		
<b>NAME OF SUBMITTER:</b>	Keith A. Weltsch		
<b>SIGNATURE:</b>	/Keith A. Weltsch/		
<b>DATE SIGNED:</b>	12/30/2014		
<b>Total Attachments: 1</b>			
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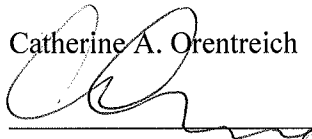
CH \$40.00 2480229

**DEED OF ASSIGNMENT**

Catherine A. Orentreich, an individual with a principal place of business at 909 Fifth Avenue, New York, NY 10021 (“ASSIGNOR”), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, does hereby assign and transfer to Ideation Unlimited, Inc., a New York corporation with a principal place of business at 909 Fifth Avenue, New York, New York 10021 (“ASSIGNEE”) the entire right, title and interest in and to the trademark listed in the table below, and the registration specified below, including renewal rights therein, together with the goodwill symbolized by such marks as well as all rights in and to any and all claims ASSIGNOR may have, at law or in equity for past infringement thereof, the same to be held and enjoyed by ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment and sale not been made.

TRADEMARK	COUNTRY	REGISTRATION NUMBER
SAVE YOUR NECK	United States	2,480,229

Catherine A. Orentreich



12/17/14

Dated