

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
Jill Sorenson		03/13/2007	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	EK Success, Ltd.		
Street Address:	261 River Road		
City:	Clifton		
State/Country:	NEW JERSEY		
Postal Code:	07014		
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78956351	JOLIE'S	
CORRESPONDENCE DATA			
Fax Number:	(212)697-3004		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-697-2800		
Email:	andrew@soferharoun.com		
Correspondent Name:	Sofer & Haroun, LLP		
Address Line 1:	317 Madison Avenue, Suite 910		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	688-507		
NAME OF SUBMITTER:	Robert M. Haroun		
Signature:	/Robert M. Haroun/		
Date:	04/06/2007		

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Total Attachments: 1
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ASSIGNMENT

WHEREAS, Jill Sorensen, an individual residing in Shelby Township, MI, hereafter "ASSIGNOR", is the owner of the following trademark for which application is pending in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Application No.</u>	<u>Filed</u>
JOLIE'S	78/956,351	08/21/2006

WHEREAS, E.K. Success, Ltd. a New York corporation having a principal place of business at 261 River Road, Clifton, New Jersey, 07014, hereafter "ASSIGNEE", is desirous of acquiring ASSIGNOR'S interest in said trademark and said application;

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, ASSIGNOR hereby assigns to ASSIGNEE, all of his right, title and interest in and to said trademark and said application therefor, together with the goodwill of the business symbolized by said trademark and said application to register said trademark including (but not by way of limitation) the right to sue and collect and keep damages for past infringements thereof. The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to ASSIGNEE. E.K. Success, Ltd.

Signed this 13 day of March 2007.

Jill Sorensen

STATE OF Michigan)
COUNTY OF Macomb)

§§

On this 13th day of March, 2007, personally appeared _____, the Assignor above-named, and acknowledged that she executed the foregoing Assignment.

9/21/2011
My Commission Expires

Anjali G. Tambe
Notary Public

EXHIBIT A

Anjali G. Tambe
Notary Public Oakland County, MI
My Commission Expires 09/21/2011