

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|----------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Asia Five Eight LLC | | 09/07/2012 | LIMITED LIABILITY COMPANY: NEW YORK |
| RECEIVING PARTY DATA | | | |
| Name: | Tao Licensing LLC | | |
| Street Address: | 888 Seventh Avenue, Suite 3402 | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10106 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3770321 | TAO | |
| Registration Number: | 2472393 | TAO | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2124255288 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 212-425-7200 | | |
| Email: | tmdocketny@kenyon.com | | |
| Correspondent Name: | Howard J. Shire, Esq. | | |
| Address Line 1: | One Broadway | | |
| Address Line 4: | New York, NEW YORK 10004 | | |
| ATTORNEY DOCKET NUMBER: | 15369/99904 | | |
| NAME OF SUBMITTER: | HOWARD J. SHIRE, ESQ. | | |
| Signature: | /HOWARD J. SHIRE/ | | |

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Date:

09/11/2012

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Assignment is made as of the 07 day of September, 2012, by Asia Five Eight LLC, a New York limited liability company with an address of 42 East 58th Street, New York, New York 10022 (hereinafter the ASSIGNOR), to TAO Licensing LLC, a Delaware limited liability company with an address of 888 Seventh Avenue, Suite 3402, New York, New York 10106 (hereinafter the ASSIGNEE).

WITNESSETH:

WHEREAS, the ASSIGNOR is the owner of all right, title and interest in and to the trademarks and registrations listed in attached Schedule A (the "Trademarks"); and

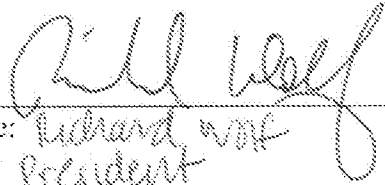
WHEREAS, the ASSIGNEE wishes to acquire from the ASSIGNOR all right, title and interest in and to the Trademarks,

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the ASSIGNOR by these presents does hereby assign, sell, transfer, convey, bequeath and grant unto the ASSIGNEE all right, title and interest in and to the Trademarks, including without limitation the registrations which are identified in Schedule "A" attached

bereto; all common law rights therein; the right to recover for the infringement thereof; and the goodwill of the business appurtenant thereto and which is symbolized thereby.

ASIA FIVE EIGHT LLC

Dated: 09/07/11, 2012


Name: Richard Wolf
Title: President

SCHEDULE A

| Trademark | Reg. No. |
|-----------|----------|
| TAO | 3770321 |
| TAO | 2472393 |