

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
Lisa Del Greco		02/16/2008	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Lovely, Inc.		
Street Address:	24-40 42nd Street		
City:	Astoria		
State/Country:	NEW YORK		
Postal Code:	11103		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77111866	LOVERLY	
CORRESPONDENCE DATA			
Fax Number:	(908)725-7088		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9087225640		
Email:	officeactions@br-tmlaw.com		
Correspondent Name:	Baker and Rannells, PA		
Address Line 1:	575 Route 28		
Address Line 2:	Suite 102		
Address Line 4:	Raritan, NEW JERSEY 08869		
NAME OF SUBMITTER:	Ryan A. McGonigle		
Signature:	/Ryan A. McGonigle/		
Date:	02/20/2008		

OP \$40.00 77111866

Total Attachments: 2

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**TRADEMARK
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MEMORANDUM OF ASSIGNMENT OF TRADEMARK, U.S. TRADEMARK
APPLICATION AND THE GOODWILL ASSOCIATED THEREWITH

WHEREAS, LISA DEL GRECO, an individual residing and doing business at 24-40 42nd Street, Astoria, New York 11103, has adopted, and continues to have a bona fide intention to use the mark LOVERLY, an application for which is pending in the U.S. Patent and Trademark Office as follows:

<u>MARK</u>	<u>SERIAL NO.</u>	<u>FILING DATE</u>
LOVERLY	77111866	February 20, 2007

WHEREAS, LOVERLY, INC., a corporation of the State of New York, located at 24-40 42nd Street, Astoria, New York 11103 acquired said mark and the pending U.S. trademark application therefor, and the goodwill associated therewith, and;

WHEREAS, LOVERLY, INC. is successor to that portion of the Applicant's business to which the mark LOVERLY pertains;

NOW, THEREFOR, for good and valuable consideration, receipt of which is hereby acknowledged, LISA DEL GRECO does hereby assign unto LOVERLY, INC., all right, title and interest in and to said mark and the pending U.S. trademark application therefor, and the goodwill associated therewith.

The Commissioner of Patents and Trademarks is authorized to issue any Certificate of Registration resulting from Application Serial No. 77111866 being assigned herein to the assignee, LOVERLY, INC.

DATED: February 16, 2008

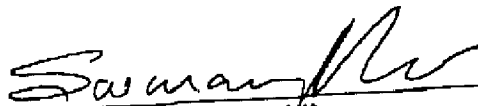
LISA DEL GRECO

By: Lisa Del Greco
Name: Lisa Del Greco

NOTARIAL ATTESTATION

State of New York)
County of Queens) ss:

On this 16th day of February, 2008, before me personally appeared Lisa Del Greco, to me known and known to be the owner of the mark LOVERLY, and she acknowledged that she signed the foregoing Memorandum of Assignment.


Notary Public

SWARANJIT SINGH
Notary Public, State of New York
No. 01SIG142717
Qualified in Queens County
Commission Expires March 20, 2010

02-16-2008
Dated

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