

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
JESSICURL		09/16/2010	PARTNERSHIP: CALIFORNIA
RECEIVING PARTY DATA			
Name:	JESSICURL		
Composed Of:	COMPOSED OF Jessica McGuinty		
Street Address:	5610 West End Road		
Internal Address:	Suite #113		
City:	Arcata		
State/Country:	CALIFORNIA		
Postal Code:	95521		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2995225	JESSICURL	
Registration Number:	3031847	CONFIDENT COILS STYLING SOLUTION	
Registration Number:	3316552	ROCKIN' RINGLETS STYLING POTION	
Registration Number:	3316553	ALOEBA DAILY CONDITIONER	
Registration Number:	3316554	YOU HAVE THE RIGHT TO REMAIN CURLY!	
CORRESPONDENCE DATA			
Fax Number:	(310)586-7800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-586-7700		
Email:	laipmail@gtlaw.com		
Correspondent Name:	GREENBERG TRAUIG LLP (LA)		
Address Line 1:	2450 COLORADO AVENUE, SUITE 400E		
Address Line 2:	INTELLECTUAL PROPERTY DEPARTMENT		
Address Line 4:	SANTA MONICA, CALIFORNIA 90404		

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REEL: 004283 FRAME: 0073

ATTORNEY DOCKET NUMBER:	128769-010000
NAME OF SUBMITTER:	Christopher Darrow
Signature:	/christopher darrow/
Date:	09/22/2010
Total Attachments: 2 source=Jessicurl assign#page1.tif source=Jessicurl assign#page2.tif	

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JESSICURL, (hereinafter “Assignor”), a California general partnership consisting of United States citizens Jessica McGuinty and Dave Berman, and having a principal place of business at 5610 West End Road, Suite #113, Arcata, California 95521, is the owner of record at the USPTO or California Secretary of State of the following registered trademarks listed below and accompanying goodwill;

<u>Mark</u>	<u>Country</u>	<u>Trademark Reg. No.</u>	<u>Reg. Date</u>
JESSICURL	US	2,995,225	13 September 2005
CONFIDENT COILS STYLING SOLUTION	US	3,031,847	4 August 2004
ROCKIN’ RINGLET’S STYLING POTION	US	3,316,552	20 December 2005
ALOEBA DAILY CONDITIONER	US	3,316,553	23 October 2007
YOU HAVE THE RIGHT TO REMAIN CURLY!	US	3,316,554	23 October 2007

<u>Mark</u>	<u>State</u>	<u>Trademark Reg. No.</u>	<u>Reg. Date</u>
JESSICURL	CA	110,269	4 August 2004

WHEREAS, **JESSICURL**, a California corporation, having a principal place of business at 5610 West End Road, Suite #113, Arcata, California 95521 (hereinafter “Assignee”) acquired all rights and goodwill in the subject marks as of approximately April 17, 2007, the filing date of the corporation, and wishes to document said acquisition, and to the extent that an assignment of all rights and goodwill might be incomplete, desires to complete the acquisition of all rights, titles and interests held by Assignor in and to said Registrations;

NOW, THEREFORE, for and in consideration of one dollar and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby acknowledge the assignment, and assigns unto Assignee any and all remaining rights, titles and interests in and to the above-identified Registrations in the United States and

California, together with the goodwill symbolized by said Registrations, and the right to sue for and collect damages for any past infringement of said Registrations.

Date: Sep. 16, 2010

JESSICUR

By: 

Jessica McGuinty
Partner