

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
Stitch 'n Genius		04/08/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Ceno Company Ltd., corporation of Japan		
Street Address:	Tokyu Ikejiriohashi Bldg. 2F		
Internal Address:	8-1 Higashiyama 3-chome, Meguro-ku		
City:	Tokyo		
State/Country:	JAPAN		
Postal Code:	153-0043		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2946239	VANQUISH	
CORRESPONDENCE DATA			
Fax Number:	(212)949-9190		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-949-9022		
Email:	ehalstead@lawabel.com, docket@lawabel.com		
Correspondent Name:	Abelman, Frayne & Schwab		
Address Line 1:	666 Third Ave.		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		
DOMESTIC REPRESENTATIVE			
Name:	ABELMAN, FRAYNE & SCHWAB		
Address Line 1:	666 Third Avenue		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		

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REEL: 004523 FRAME: 0655

NAME OF SUBMITTER:	LAWRENCE E. ABELMAN
Signature:	/lea/
Date:	04/18/2011
Total Attachments: 1 source=VANQUISH exected Assignment#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Stitch 'n Genius, a California corporation, with an office at 5920 Corvette Street, Los Angeles, California 90040 (hereinafter "the Assignor") is the owner of and has adopted and used the following trademark registered in the U.S. Patent and Trademark Office:

Trademark

Reg. No.

VANQUISH

2946239

AND WHEREAS, Ceno Company Ltd., a corporation organized and existing under the laws of Japan, with an office at Tokyu Ikejirihashi Bldg. 2F, 8-1, Higashiyama 3-chome, Meguro-ku, Tokyo 153-0043, Japan (hereinafter "the Assignee") is desirous of acquiring the right, title and interest in and to the said trademark and the registration thereof:

NOW, THEREFORE, in consideration of good and valuable consideration in the amount of US \$10,000.00, (to be paid by ASSIGNEE within ten (10) days of receipt of this executed Assignment to two payees, namely \$8,000.00 to ASSIGNOR, and \$2,000.00 to the law firm of Greenberg, Glusker, Fields, Claman & Machtinger LLP), the said ASSIGNOR does hereby sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademark registration, and all common law rights in said trademark, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark. This Assignment includes all other rights and registrations for VANQUISH owned or controlled by ASSIGNOR, and is effective as of the latter date shown below.

IN WITNESS WHEREOF, the said ASSIGNOR has executed this document
this 16 day of March, 2011.

Stitch 'n Genius

By: _____

Name: _____

Title: _____

IN WITNESS WHEREOF, the said ASSIGNEE has executed this document
this 8 day of April, 2011.

Ceno Company Ltd.

By: _____

Name: _____

Title: _____