

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
Slumber Parties, Inc.		01/17/2014	CORPORATION: LOUISIANA
RECEIVING PARTY DATA			
Name:	Pure Romance, LLC		
Street Address:	161 Commerce Boulevard		
City:	Loveland		
State/Country:	OHIO		
Postal Code:	45140		
Entity Type:	CORPORATION: DELAWARE "limited liability company"		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3816148	SLUMBER PARTIES	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	rebecca.crawford@aporter.com, elisabeth.richards@aporter.com		
Correspondent Name:	Rebecca Crawford, Arnold & Porter LLP		
Address Line 1:	399 Park Avenue		
Address Line 4:	New York, NEW YORK 10022-4690		
ATTORNEY DOCKET NUMBER:	26249.005		
NAME OF SUBMITTER:	Rebecca Crawford		
Signature:	/Rebecca Crawford/		
Date:	01/22/2014		

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Total Attachments: 6

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TRADEMARK/DOMAIN NAME ASSIGNMENT

THIS ASSIGNMENT is effective January 17, 2014 between Slumber Parties, Inc., a Louisiana corporation with its principal place of business at 4224 Evan Brooks Drive, Baton Rouge, LA 70814 ("Assignor") and Pure Romance, LLC, a Delaware limited liability company with its principal place of business at 161 Commerce Boulevard, Loveland, OH 45140 ("Pure Romance" or "Assignee").

WHEREAS, Assignor owns, free and clear of all liens, claims and encumbrances all right, title and interest in and to the trademark(s) and trade name(s) (if any) and the applications and registrations therefor throughout the world identified on the attached Schedule A (the "Marks"), as well the domain name registration(s) identified on the attached Schedule B (the "Domain Names"), and Assignor's rights are valid and subsisting.

WHEREAS, Assignee desires to obtain all right, title, and interest in, to and under the Marks and Domain Names, whether statutory or common law throughout the world, and Assignor is willing to assign such rights, together with any associated goodwill.

NOW, THEREFORE, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which the parties hereby acknowledge, Assignor hereby sells, transfers and assigns to Assignee all right, title and interest in, to and under the Marks and Domain Names, together with any associated good will, including the right to recover, including the right to sue for, damages and/or profits that have arisen or may arise from infringement of the Marks, with the same to be held by Assignee for its use and enjoyment, and for the use and enjoyment of its successors, assigns and legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made.

Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks or other authority responsible for effectuating and/or recording assignments in the country involved, to indicate in its records that Pure Romance is the assignee of the entire right, title and interest in, to and under the Marks and Domain Names set forth in the attached Schedules. Assignor agrees, without further compensation, to take such further actions and execute such other instruments as Assignee shall reasonably request to give effect to the foregoing assignment or otherwise to evidence and perfect Assignee's interest in the transferred assets, including, without limitation, any documents required to complete the transfer of the registration of the Domain Names from Assignor to Assignee.

Notwithstanding any other provisions of this Assignment to the contrary, nothing contained in this Assignment shall in any way supersede, modify, replace, amend, change, rescind, waive, exceed, expand, enlarge or in any way affect the provisions, including any warranties, covenants, agreements, conditions, representations or, in general, any of the rights and remedies, and any of the obligations and indemnifications of Assignee or Assignor set forth in that certain Asset Purchase Agreement, dated as of

the date hereof (the "Purchase Agreement"), among, Kim Dayle Brecheen, as owner, Assignor and Assignee. This Assignment Agreement is intended only to affect the transfer of the Marks and Domain Names pursuant to the Purchase Agreement and shall be governed entirely in accordance with the terms and conditions of the Purchase Agreement.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed by a duly authorized officer as of the date first written above.

Slumber Parties, Inc. (Assignor)

By: Kim Doyle Brecheen

Name: Kim Doyle Brecheen

Title: President

[Signature Page - Trademark/Domain Name Assignment]

TRADEMARK
REEL: 005198 FRAME: 0410

ACKNOWLEDGMENT

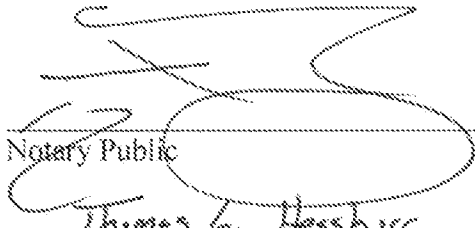
STATE OF LOUISIANA)
) SS:
PARISH OF East Baton Rouge

Acknowledged before me, a Notary Public, within and for said Parish and State. WITNESS my hand and notarial seal this _____ day of January, 2014.

My Commission Expires:

e. Death

Resident of East Baton Rouge Parish



Notary Public
Thomas G. Hessburg

Printed Name



SCHEDULE A

Trademarks and Trade Names

Trademark	Country	Application No. Filing Date	Reg. No. Reg. Date
SLUMBER PARTIES (Stylized)	UNITED STATES	77/509,062 06/26/2008	3,816,148 07/13/2010

SCHEDULE B

Domain Name Registrations

[As provided to Assignee in Section 2.01(c) of the Disclosure Schedules (as defined in the Purchase Agreement)]