

JLO Holding Company, LLC  
c/o Murphy & Kress  
2401 Main Street  
Santa Monica, California 90405

**GLOBAL CONSENT TO USE AND REGISTRATION**

I, JENNIFER LOPEZ, having an address at c/o Murphy & Kress, 2401 Main Street, Santa Monica, California 90405, United States of America, hereby state under oath that:

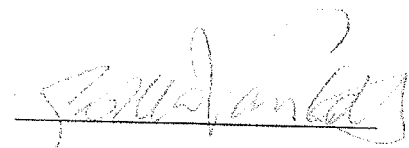
- (1) I am the sole controlling Member of JLO Holding Company, LLC, a Delaware limited liability company having an address at c/o Murphy & Kress, 2401 Main Street, Santa Monica, California 90405; and
- (2) I consent to the use and registration by JLO Holding Company, LLC of trademarks and services marks comprised in whole or in part of my name, JENNIFER LOPEZ, my stage name JLO, my persona and likeness, and all references to any of the foregoing. This consent applies to use and registration by JLO Holding Company, LLC throughout the world and for all goods and services of any description.

Date: June 3, 2011

  
\_\_\_\_\_  
JENNIFER LOPEZ

**NOTARIAL ACKNOWLEDGMENT**

On June 3, 2011 before me, the undersigned, personally appeared JENNIFER LOPEZ, personally known to me, and executed the foregoing Global Consent to Use and Registration, and acknowledged to me that the statements made therein are true.

  
\_\_\_\_\_  
Notary Public

[STAMP AND SEAL]

