

CONSENT AGREEMENT

This CONSENT AGREEMENT (the "Agreement") is made effective as of 6/8/11 ("Effective Date") by and between KimsAPrincess, Inc. ("Kim"), KhloMoney Inc., ("Khloe"), 2Die4Kourt, Inc. ("Kourtney"), and Jenner Communications, Inc., ("Kris" and together with "Kim", "Khloe" and "Kourtney", "Parties" and each individually a "Party").

WHEREAS, Kim owns federal applications for the marks KIM KARDASHIAN in Classes 25, 14, and 3, DASHING BY KIM KARDASHIAN in Class 3 and KK KIM KARDASHIAN and Design in Classes 3, 18 and 25, assigned USPTO application numbers 77112928, 77112998, 77115855, 77647942 and 77964312 (the "Kim Kardashian Marks" with the corresponding applications being the "Kim Kardashian Applications" and the goods set forth in the Kim Kardashian Applications being the "Kim Kardashian Goods");

WHEREAS, Kim, Khloe, Kourtney and Kris own a federal application for the mark KARDASHIANKHAOS in Class 35 assigned USPTO serial number 85068407 (the "Retail Mark" with the corresponding application being the "Retail Application" and the services set forth in the Retail Application being the "Retail Services"); and

NOW THEREFORE, in consideration of the covenants, representations and warranties set forth herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

1. The Parties represent and warrant to the other that there is no likelihood of confusion between the Kim Kardashian Marks and the Retail Mark based on how the trademarks are presented in the marketplace and perceived by customers.

2. All Parties consent to the ownership, use, registration, maintenance and enforcement of the other Party's trademarks. Each Party shall make reasonable efforts to avoid any confusion between the Parties' respective marks. In the event that any instances of confusion arise among consumers as the result of the Parties' uses of the Parties' respective marks, the Parties shall make reasonable efforts, with each Party bearing their own fees and costs, to cooperate with each other to avoid and reduce further confusion. The Parties shall make reasonable efforts, with each Party bearing their own fees and costs, to cooperate with each other in preparing and submitting documentation reasonably required by the USPTO to register and maintain the Parties' respective marks and otherwise effectuate the purposes of this Agreement.

3. This Agreement is binding upon, and shall inure to the benefit of the Parties and each Party's respective subsidiaries, parents, affiliates, successors and assigns. Each Party may assign the rights in and to their respective marks, including, without limitation, any corresponding applications or registrations, to an assignee that agrees in a signed writing to be bound by and comply with all of the terms, conditions and provisions of the Agreement.

4. If any provision of this Agreement is held to be void or unenforceable, in whole or in part, by a court or tribunal with jurisdiction over this Agreement or the Parties, then such provision shall be reformed by such court or tribunal in such a manner to make the provision enforceable and as near the manifest intent of the Parties as possible and the validity and enforceability of all other provisions of this Agreement shall be unaffected.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be duly executed as of the Effective Date.

KimsAPrincess, Inc.

Jenner Communications, Inc.

2Die4Kourt, Inc.

KhloMoney Inc.

Kim Kardashian

Kris Jenner

Kourtney Kardashian

Khloe Kardashian

By: KIMBERLY KARDASHIAN
Its: PRESIDENT
Date: 6/8/11

By: KRIS JENNER
Its: PRESIDENT
Date: 6/8/11

By: KOURTNEY KARDASHIAN
Its: PRESIDENT
Date: 6/8/11

By: KHLOE KARDASHIAN COO
Its: PRESIDENT
Date: 6/8/11