

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
Joshua Kesselman		10/05/2004	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	BBK Tobacco & Foods, Inc.		
Street Address:	836 E. University Drive		
Internal Address:	#101		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85034		
Entity Type:	CORPORATION: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2471042	ELEMENTS	
CORRESPONDENCE DATA			
Fax Number:	(407)926-7720		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	cqm@patentorlando.com		
Correspondent Name:	Christine Q. McLeod		
Address Line 1:	390 N. Orange Ave		
Address Line 4:	Orlando, FLORIDA 32801		
ATTORNEY DOCKET NUMBER:	10160-015		
NAME OF SUBMITTER:	Christine Q. McLeod		
Total Attachments: 1 source=assignment-elements#page1.tif			

OP \$40.00 2471042

Assignment of Trademark

WHEREAS, **Kesselman, Joshua**, 2332 N. 32 Street Phoenix AZ 85008 (hereafter "Assignor") owns U.S. Trademark Registration No. **2471042** for the mark "ELEMENTS" (hereinafter referred to as "said mark"); and

WHEREAS, **BBK Tobacco & Foods, Inc.**, 836 E University Drive #101, Phoenix AZ 85034 (hereafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to said mark, together with the goodwill of the business in connection with which said mark is used and which is symbolized by said mark, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to said mark, together with the goodwill of the business in connection with which said mark is used and which is symbolized by said mark, along with the right to recover for damages and profits for past infringements thereof;

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the said mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

Date: 10/5/05

Assignor

By 

Name: Joshua Kesselman

Assignee

By 

Name: Charles Bachmann

Title: President

Company: BBK Tobacco & Foods

10/20/2004 10:00 AM RECEIVED BY THE U.S. PATENT AND TRADEMARK OFFICE

RECORDED: 10/20/2004

HBI Europe

TRADEMARK

REEL: 002959 FRAME: 0960