

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
A Sweeter You, LLC	FORMERLY The Benesch Group	08/29/2006	LIMITED LIABILITY COMPANY: UNITED STATES
RECEIVING PARTY DATA			
Name:	A Sweeter You LLC		
Doing Business As:	DBA Stop SUGAR SHOCK!		
Street Address:	132 East 43rd Street, # 424		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78612209	SUGAR SHOCK!	
Serial Number:	78779845	STOP SUGAR SHOCK!	
CORRESPONDENCE DATA			
Fax Number:	(562)628-9274		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	562-495-4000		
Email:	trademarks@devonlaw.com		
Correspondent Name:	Marcia Devon		
Address Line 1:	400 Oceangate Suite 800		
Address Line 4:	Long Beach, CALIFORNIA 90802		
ATTORNEY DOCKET NUMBER:	BENNETT		
NAME OF SUBMITTER:	Marcia Devon		

OP \$65.00 78612209

Signature:

/Marcia Devon/

Date:

08/31/2006

Total Attachments: 2

source=Assignments Signed#page1.tif

source=Assignments Signed#page2.tif

ASSIGNMENT: SUGAR SHOCK!

WHEREAS, CONNIE BENESCH, an individual on behalf of THE BENESCH GROUP, LLC, a limited liability company, organized and existing under, and by virtue of, the laws of the NEW YORK, formerly engaged in business at 847 A Second Avenue, # 118, New York City, NY 10017 hereinafter referred to as ASSIGNOR, is the owner of the United States Trademark Application, Serial No. 78/612,209 for SUGAR SHOCK;

WHEREAS, A SWEETER YOU, LLC, a limited liability company, organized and existing under, and by virtue of, the laws of the NEW YORK, and engaged in business at 132 East 43rd St. Street, #424, New York, NY 10017, D/B/A Stop SUGAR SHOCK!, hereinafter referred to as ASSIGNEE, is desirous of acquiring said Trademark rights and the goodwill associated therewith;

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the mark in commerce in connection with the above- described goods and/or services, Application Serial No. 78/612,209 filed on April 19,2005; and

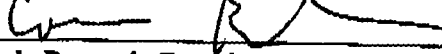
WHEREAS, ASSIGNEE, desires to acquire the business of Assignor in connection with which Assignor has a *bona fide* intent to use the Mark and the pending Application;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and the pending Application therefore, together with that portion of Assignor's business in connection with which it has a *bona fide* intent to use the Mark.


It is hereby covenanted and agreed that at the request and expense of ASSIGNEE, its successors and assigns, ASSIGNOR will execute any further documents and do such other acts and things as may be necessary to vest the full title of the trademark and registration to ASSIGNEE, its successors and assigns.

IN WITNESS WHEREOF, this Assignment has been executed this 29TH day of AUG 2006.

THE BENESCH GROUP, LLC

By: 
Connie Benesch, President

A SWEETER YOU, LLC d/b/a STOP SUGAR SHOCK!

By: 
Connie Benesch, President

ASSIGNMENT: STOP SUGAR SHOCK!

WHEREAS, CONNIE BENESCH, an individual on behalf of THE BENESCH GROUP, LLC, a limited liability company, organized and existing under, and by virtue of, the laws of the NEW YORK, and formerly engaged in business at 847 A Second Avenue, # 118, New York City, NY 10017 hereinafter referred to as AASSIGNOR, is the owner of the United States Trademark Application, Serial No. 78/779,845 for STOP SUGAR SHOCK!;

WHEREAS, A SWEETER YOU, LLC, a limited liability company, organized and existing under, and by virtue of, the laws of the NEW YORK, and engaged in business at 132 East 43rd St. Street, #424, New York, NY 10017, D/B/A as Stop SUGAR SHOCK!, hereinafter referred to as "ASSIGNEE", is desirous of acquiring said Trademark rights and the goodwill associated therewith;

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the mark in commerce in connection with the above- described goods and/or services, Application Serial No. 78/779,845 filed on December 22, 2005; and

WHEREAS, ASSIGNEE, desires to acquire the business of Assignor in connection with which Assignor has a *bona fide* intent to use the Mark and the pending Application;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and the pending Application therefore, together with that portion of Assignor's business in connection with which it has a *bona fide* intent to use the Mark.

It is hereby covenanted and agreed that at the request and expense of ASSIGNEE, its successors and assigns, ASSIGNOR will execute any further documents and do such other acts and things as may be necessary to vest the full title of the trademark and registration to ASSIGNEE, its successors and assigns.

IN WITNESS WHEREOF, this Assignment has been executed this 29TH day of Aug 2006.

THE BENESCH GROUP, LLC

By: 
Connie Benesch, President

A SWEETER YOU, LLC d/b/a STOP SUGAR SHOCK!

By: 
Connie Benesch, President