

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
G & R Empire, LLC		02/15/2007	LIMITED LIABILITY COMPANY: NEVADA

RECEIVING PARTY DATA

Name:	G & R Brands, LLC
Street Address:	1335 E. Sunset Rd.
City:	Las Vegas
State/Country:	NEVADA
Postal Code:	89119
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Serial Number:	78227142	DIPLOMA
Serial Number:	78810381	DIPLOMA
Serial Number:	76118186	AMERICAN DIPLOMAT
Serial Number:	77099531	IDEAL
Serial Number:	78938491	IDEAL
Serial Number:	78938488	RANDEN
Serial Number:	78772368	CARRERA
Serial Number:	77014549	RESTAURANTS CHOICE
Serial Number:	78938490	TYCOON
Serial Number:	77073217	FROST
Serial Number:	77073211	PURE
Serial Number:	77065641	NATURAL BEST
Serial Number:	77014559	GREEN VALLEY

OP \$415.00 78227142

Serial Number:	77011920	MOJAVE
Serial Number:	78922812	NICO-OUT
Serial Number:	78923942	IDEAL70 %

CORRESPONDENCE DATA

Fax Number: (858)777-3347

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 858-488-2545

Email: dana@danarobinson.com

Correspondent Name: Dana B. Robinson

Address Line 1: 6986 La Jolla Blvd. Ste. 205

Address Line 4: La Jolla, CALIFORNIA 92037

NAME OF SUBMITTER:	Dana B. Robinson
Signature:	/Dana B. Robinson/
Date:	02/21/2007

Total Attachments: 1
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Trademark Assignment**United States of America**

This Assignment is made this *February* day of *15*, 2007 BETWEEN **G & R Empire, LLC** a Nevada limited liability company organized and existing under the laws of Nevada located and doing business at 1335 East Sunset Road, Las Vegas, NV 89119 (the "Assignor") and

G & R Brands, LLC a limited liability company organized and existing under the laws of Nevada located and doing business at 1335 East Sunset Road, Las Vegas, NV 89119 (the "Assignee").

WHEREAS **G & R Empire, LLC** has applied for the trademarks as set out in the schedule below based on use and/or an intent to use said trademarks; and

WHEREAS Assignee has acquired and/or succeeded to the business, assets and goodwill associated with the trademarks; and

WHEREAS Assignee is desirous of acquiring said trademarks and the applications thereof:

NOW THEREFORE, in consideration of and in exchange for good and valuable consideration, receipt of which is hereby acknowledged, said **G & R Empire, LLC** does hereby assign unto said **G & R Brands, LLC** all rights, title and interest in and to the trademarks and the applications thereof, together with the goodwill of the business symbolized by the trademarks.

THE SCHEDULE above referred to

Trademark	Serial No	Class	Trademark Status
DIPLOMA	78/227142	34	Registered
DIPLOMA	78/810381	34	Pending
AMERICAN DIPLOMAT	76/118186	34	Pending
IDEAL	77/099531	34	Pending
IDEAL	78/938491	34	Pending
RANDEN	78/938488	34	Pending
CARRERA	78/772368	34	Pending
RESTAURANTS' CHOICE	77/014549	34	Pending
TYCOON	78/938490	34	Pending
PROST	77/073217	34	Pending
PURE	77/073211	34	Pending
NATURAL BEST	77/065641	34	Pending
GREEN VALLEY	77/014559	34	Pending
MOJAVE	77/011920	34	Pending
NICO-OUT	78/922812	34	Pending
IDEAL 70%	78/923942	34	Pending

IN WITNESS WHEREOF, the Assignor has executed this document in accordance with its constitutions

G & R Empire, LLC

By:

R. Mouri
Full Name: *ROY MOURI*
Position: *M*