

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
Mad Dogg Athletics, Inc.		08/08/2007	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Mr. Jonathan Goldberg		
Also Known As:	AKA Johnny Goldberg		
Street Address:	285 Olive Mill Road		
City:	Montecito		
State/Country:	CALIFORNIA		
Postal Code:	93108		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2621665	JO SAND	
Registration Number:	2553747	JO SAND	
CORRESPONDENCE DATA			
Fax Number:	(480)663-2150		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	480-663-2163		
Email:	peichler@jsslaw.com		
Correspondent Name:	Peter M. Eichler, Esq.		
Address Line 1:	16427 N. Scottsdale Road		
Address Line 2:	Suite 300		
Address Line 4:	Scottsdale, ARIZONA 85254-1597		
ATTORNEY DOCKET NUMBER:	55068-1		
NAME OF SUBMITTER:	Peter M. Eichler, Esq.		

CH \$65.00 2621665

Signature:

//Peter M. Eichler//

Date:

09/14/2007

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, MAD DOGG ATHLETICS, Inc., a California Corporation ("Assignor"), is the owner of the two (2) registered trademarks for JO SAND (Registration Nos. 2,621,665 and 2,553,747); and

WHEREAS, JONATHAN GOLDBERG., an Individual ("Assignee"), is desirous of acquiring the JO SAND trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, MAD DOGG ATHLETICS, INC. hereby assigns to JONATHAN GOLDBERG., all its right, title and interest in and to the JO SAND trademarks, together with the goodwill of the business associated therewith and the right to sue and recover for past infringements, dilution and other violations thereof.

IN WITNESS WHEREOF, this Assignment has been executed as of August 8, 2007.

MAD DOGG ATHLETICS., INC. (Assignor)

JONATHAN GOLDBERG (Assignee)

By: 

By: 

Name: JOHN BAUDHUIN

Name: Jonathan Goldberg

Title: CEO

Title: CEO