

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
MACON F. BROCK III'		02/05/2008	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	BROX, LLC
Street Address:	222 CENTRAL PARK AVENUE, SUITE 1700
City:	VIRGINIA BEACH
State/Country:	VIRGINIA
Postal Code:	23462
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	78657674	WATERMAN'S
Serial Number:	78657683	LIBBIE AND SACHI
Registration Number:	3247946	DR. DUBS
Serial Number:	76607973	STREET APPEAL
Registration Number:	3287447	TENZEN
Registration Number:	3279147	BOLDSCENTS
Registration Number:	3271353	MY PET'S FRIEND
Serial Number:	77033587	SOLAR PRESCRIPTION
Serial Number:	77134224	DERM COSMETIC LABS
Serial Number:	77258012	PAWL'S BOUTIQUE

CORRESPONDENCE DATA

Fax Number: (949)855-6371
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 949-855-1246

CH \$265.00 78657674

Email: trademark@stetinalaw.com
Correspondent Name: MATTHEW A. NEWBOLES
Address Line 1: 75 ENTERPRISE, SUITE 250
Address Line 4: ALISO VIEJO, CALIFORNIA 92656

ATTORNEY DOCKET NUMBER:	BROKM-000
NAME OF SUBMITTER:	MATTHEW A. NEWBOLES
Signature:	/MAN/
Date:	02/08/2008

Total Attachments: 10

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Case: BROKM-002T

TRADEMARK APPLICATION ASSIGNMENT

WHEREAS, Macon F. Brock, III, a U.S. individual, having a principal place of business at 1806 Antigua Circle, Newport Beach, CA 92660 (hereinafter "ASSIGNOR"), intended and intends to use in interstate commerce pending United States Trademark Application Serial No. 78/657,674, filed on June 24, 2005, for the mark **WATERMAN'S** (hereinafter "mark"); and

WHEREAS, BROX, LLC, a California Limited Liability Company, having a principal place of business at 222 Central Park Avenue, Suite 1700, Virginia Beach, VA 23462 (hereinafter "ASSIGNEE"), is a successor to the business of ASSIGNOR related to the mark which is ongoing and existing and ASSIGNOR is desirous of acquiring said mark and the registration thereof and intends to use the mark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE, all right, title, and interest in and to said mark, together with the goodwill of the business connected with the use of and symbolized by the mark in the above-identified pending trademark application thereof.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seal this 5 day of Feb, 2008.

Macon F. Brock, III

Signature: *M. F. Brock, III*

State of California
County of Orange

On Feb 5, 2008 before me, Tara Hamilton
personally appeared MACON F. BROCK, III who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature *Tara Hamilton*



Case: BROKM-003T

TRADEMARK APPLICATION ASSIGNMENT

WHEREAS, Macon F. Brock, III, a U.S. individual, having a principal place of business at 1806 Antigua Circle, Newport Beach, CA 92660 (hereinafter "ASSIGNOR"), intended and intends to use in interstate commerce pending United States Trademark Application Serial No. 78/657,683, filed on June 24, 2005, for the mark **LIBBIE AND SACHI** (hereinafter "mark"); and

WHEREAS, BROX, LLC, a California Limited Liability Company, having a principal place of business at 222 Central Park Avenue, Suite 1700, Virginia Beach, VA 23462 (hereinafter "ASSIGNEE"), is a successor to the business of ASSIGNOR related to the mark which is ongoing and existing and ASSIGNOR is desirous of acquiring said mark and intends to use the mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE, all right, title, and interest in and to said mark, together with the goodwill of the business connected with the use of and symbolized by the mark in the above-identified pending trademark application thereof.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seal this 5 day of Feb, 2008.

Macon F. Brock, III

Signature: *M. F. Brock, III*

State of California
County of Orange

On Feb 5, 2008 before me, Tara Hamilton
personally appeared MACON F. BROCK, III who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature *Tara Hamilton*



Case: BROKM-005T

TRADEMARK ASSIGNMENT

WHEREAS, Macon F. Brock, III, a U.S. individual, having a principal place of business at 1806 Antigua Circle, Newport Beach, CA 92660 (hereinafter "ASSIGNOR"), has adopted, used, and is using a mark which is registered in the United States Patent and Trademark Office, Registration No. 3,247,946, registered on May 29, 2007, for the mark **DR. DUBS** (hereinafter "mark"); and

WHEREAS, BROX, LLC, a California Limited Liability Company, having a principal place of business at 222 Central Park Avenue, Suite 1700, Virginia Beach, VA 23462 (hereinafter "ASSIGNEE"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE, all right, title, and interest in and to said mark, together with the goodwill of the business symbolized by the mark in the above-identified registration thereof.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seal this 5 day of Feb, 2008.

Macon F. Brock, III

Signature: *Macon F. Brock, III*

State of California
County of Orange

On Feb 5, 2008 before me, Tara Hamilton
personally appeared MACON F. BROCK, III who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: *Tara Hamilton*



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TRADEMARK
REEL: 003717 FRAME: 0113

Case: BROKM-006T

TRADEMARK APPLICATION ASSIGNMENT

WHEREAS, Macon F. Brock, III, a U.S. individual, having a principal place of business at 1806 Antigua Circle, Newport Beach, CA 92660 (hereinafter "ASSIGNOR"), intended and intends to use in interstate commerce pending United States Trademark Application Serial No. 76/607,973, filed on August 20, 2004, for the mark **STREET APPEAL** (hereinafter "mark"); and

WHEREAS, BROX, LLC, a California Limited Liability Company, having a principal place of business at 222 Central Park Avenue, Suite 1700, Virginia Beach, VA 23462 (hereinafter "ASSIGNEE"), is a successor to the business of ASSIGNOR related to the mark which is ongoing and existing and ASSIGNOR is desirous of acquiring said mark and intends to use the mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE, all right, title, and interest in and to said mark, together with the goodwill of the business connected with the use of and symbolized by the mark in the above-identified pending trademark application thereof.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seal this 5 day of Feb, 2008.

Macon F. Brock, III

Signature: [Handwritten Signature]

State of California
County of Orange

On Feb 5, 2008 before me, Tara Hamilton
personally appeared MACON F. BROCK, III who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Handwritten Signature]



Case: BROKM-008T

TRADEMARK APPLICATION ASSIGNMENT

WHEREAS, Macon F. Brock, III, a U.S. individual, having a principal place of business at 1806 Antigua Circle, Newport Beach, CA 92660 (hereinafter "ASSIGNOR"), has adopted, used, and is using a mark which is registered in the United States Patent and Trademark Office, Registration No. 3,287,447, registered on September 4, 2007, for the mark **TENZEN** (hereinafter "mark"); and

WHEREAS, BROX, LLC, a California Limited Liability Company, having a principal place of business at 222 Central Park Avenue, Suite 1700, Virginia Beach, VA 23462 (hereinafter "ASSIGNEE"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE, all right, title, and interest in and to said mark, together with the goodwill of the business symbolized by the mark in the above-identified pending trademark application thereof.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seal this 5 day of Feb, 2008.

Macon F. Brock, III

Signature: *Macon F. Brock, III*

State of California
County of Orange

On Feb 5, 2008 before me, Tara Hamilton
personally appeared MACON F. BROCK, III who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: *Tara Hamilton*



Case: BROKM-009T

TRADEMARK ASSIGNMENT

WHEREAS, Macon F. Brock, III, a U.S. individual, having a principal place of business at 1806 Antigua Circle, Newport Beach, CA 92660 (hereinafter "ASSIGNOR"), has adopted, used, and is using a mark which is registered in the United States Patent and Trademark Office, Registration No. 3,279,147, registered on August 14, 2007, for the mark **BOLDSCENTS** (hereinafter "mark"); and

WHEREAS, BROX, LLC, a California Limited Liability Company, having a principal place of business at 222 Central Park Avenue, Suite 1700, Virginia Beach, VA 23462 (hereinafter "ASSIGNEE"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE, all right, title, and interest in and to said mark, together with the goodwill of the business symbolized by the mark in the above-identified registration thereof.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seal this 5 day of Feb, 2008.

Macon F. Brock, III

Signature: *Macon F. Brock, III*

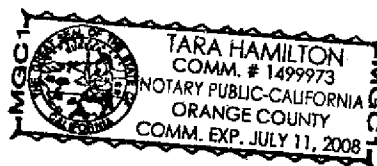
State of California
County of Orange

On Feb 5, 2008 before me, Tara Hamilton
personally appeared MACON F. BROCK, III who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature *Tara Hamilton*



Case: BROKM-011T

TRADEMARK ASSIGNMENT

WHEREAS, Macon F. Brock, III, a U.S. individual, having a principal place of business at 1806 Antigua Circle, Newport Beach, CA 92660 (hereinafter "ASSIGNOR"), has adopted, used, and is using a mark which is registered in the United States Patent and Trademark Office, Registration No. 3,271,353, registered on July 31, 2007, for the mark **MY PET'S FRIEND** (hereinafter "mark"); and

WHEREAS, BROX, LLC, a California Limited Liability Company, having a principal place of business at 222 Central Park Avenue, Suite 1700, Virginia Beach, VA 23462 (hereinafter "ASSIGNEE"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE, all right, title, and interest in and to said mark, together with the goodwill of the business symbolized by the mark in the above-identified registration thereof.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seal this 5 day of Feb, 2008.

Macon F. Brock, III

Signature: *Macon F. Brock, III*

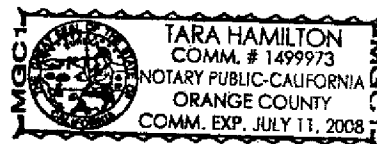
State of California
County of Orange

On Feb 5, 2008 before me, Tara Hamilton
personally appeared MACON F. BROCK, III who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature *Tara Hamilton*



Case: BROKM-012T

TRADEMARK APPLICATION ASSIGNMENT

WHEREAS, Macon F. Brock, III, a U.S. individual, having a principal place of business at 1806 Antigua Circle, Newport Beach, CA 92660 (hereinafter "ASSIGNOR"), intended and intends to use in interstate commerce pending United States Trademark Application Serial No. 77/033,587, filed on October 31, 2006, for the mark **SOLAR PRESCRIPTION** (hereinafter "mark"); and

WHEREAS, BROX, LLC, a California Limited Liability Company, having a principal place of business at 222 Central Park Avenue, Suite 1700, Virginia Beach, VA 23462 (hereinafter "ASSIGNEE"), is a successor to the business of ASSIGNOR related to the mark which is ongoing and existing and ASSIGNOR is desirous of acquiring said mark and intends to use the mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE, all right, title, and interest in and to said mark, together with the goodwill of the business connected with the use of and symbolized by the mark in the above-identified pending trademark application thereof.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seal this 5 day of Feb, 2008.

Macon F. Brock, III

Signature: *M. F. Brock, III*

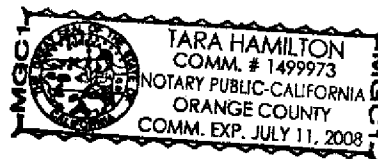
State of California
County of Orange

On FEB 5, 2008 before me, TARA HAMILTON
personally appeared MACON F. BROCK, III who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: *Tara Hamilton*



Case: BROKM-013T

TRADEMARK APPLICATION ASSIGNMENT

WHEREAS, Macon F. Brock, III, a U.S. individual, having a principal place of business at 1806 Antigua Circle, Newport Beach, CA 92660 (hereinafter "ASSIGNOR"), intended and intends to use in interstate commerce pending United States Trademark Application Serial No. 77/134,224, filed on March 19, 2007, for the mark **DERM COSMETIC LABS** (hereinafter "mark"); and

WHEREAS, BROX, LLC, a California Limited Liability Company, having a principal place of business at 222 Central Park Avenue, Suite 1700, Virginia Beach, VA 23462 (hereinafter "ASSIGNEE"), is a successor to the business of ASSIGNOR related to the mark which is ongoing and existing and ASSIGNOR is desirous of acquiring said mark and the registration thereof and intends to use the mark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE, all right, title, and interest in and to said mark, together with the goodwill of the business connected with the use of and symbolized by the mark in the above-identified pending trademark application thereof.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seal this 5 day of Feb, 2008.

Macon F. Brock, III

Signature: [Handwritten Signature]

State of California
County of Orange

On Feb 5, 2008 before me, Tara Hamilton
personally appeared MACON F. BROCK, III who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Handwritten Signature]
Notary Public



Case: BROKM-014T

TRADEMARK APPLICATION ASSIGNMENT

WHEREAS, Macon F. Brock, III, a U.S. individual, having a principal place of business at 1806 Antigua Circle, Newport Beach, CA 92660 (hereinafter "ASSIGNOR"), intended and intends to use in interstate commerce pending United States Trademark Application Serial No. 77/258,012, filed on August 17, 2007, for the mark **PAWL'S BOUTIQUE** (hereinafter "mark"); and

WHEREAS, BROX, LLC, a California Limited Liability Company, having a principal place of business at 222 Central Park Avenue, Suite 1700, Virginia Beach, VA 23462 (hereinafter "ASSIGNEE"), is a successor to the business of ASSIGNOR related to the mark which is ongoing and existing and ASSIGNOR is desirous of acquiring said mark and the registration thereof and intends to use the mark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE, all right, title, and interest in and to said mark, together with the goodwill of the business connected with the use of and symbolized by the mark in the above-identified pending trademark application thereof.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seal this 5 day of Feb, 2008.

Macon F. Brock, III

Signature: [Handwritten Signature]

State of California
County of Orange

On Feb 5, 2008 before me, Tara Hamilton
personally appeared MACON F. BROCK, III who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Handwritten Signature]



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