## 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.

949-855-1246 Phone:

> **TRADEMARK REEL: 003717 FRAME: 0109**

900098810

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 hereu, 2008.	unto sets its hand and seal this _5_ day	of
	Macon F. Brock, III	I	
	Signature: 4	! Inte	_
State of California County of Orange			
On Feb 5, 2008	before me, TWA V	namitton	
executed the same in his a		to me on the basis of satisfactory evidence strument and acknowledged to me that he is signature on the instrument the personated 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 Jaa lamutu

TARA HAMILTON COMM. # 1499973 COMM. # 1499973 COMM. # 1499973 COMM. EXP. JULY 11, 2008

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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.

State of California County of Orange

On Feb 5, 1008 before me, Two hamiton 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 San humutu



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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	F, ASSIGNOR hereunto sets its hand and seal this day of
	Macon F. Brock, III
	Signature: M_ / m/ &

State of California County of Orange

On Feb 5, woo before me, Tara Namiton
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 M MMUH

TARA HAMILTON COMM. # 1499973 NOTARY PUBLIC CALIFORNIA OF COMM. EXP. JULY 11, 2008

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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.

	application thereof.
IN TESTIMONY V	WHEREOF, ASSIGNOR hereunto sets its hand and seal this <u>5</u> day or, 2008.
	Macon F. Brock, III
	Signature: M M. R.
State of California County of Orange	
on Feb 5 2008	Taka banaille

On Feb 5, 2008 before me, AMI TON 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 SM humushu

TARA HAMILTON COMM. # 1499973 SOURCE OUNTY ORANGE COUNTY OCOMM. EXP. JULY 11, 2008

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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 TESTIMON	Y WHEREOF, ASSIGNOR hereunto sets its hand and seal this <u>5</u> day of, 2008.
	Macon F. Brock, III
	Signature: 1 1 1 1
State of California	

County of Orange

On Feb 5, 2008 Tara hamitton before me,

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.

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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 day of, 2008.
Macon F. Brock, III
Signature: W. In In

State of California County of Orange

On Fcb 5, 2008 before me, Tara hamitan

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.

... Jan hamushi

TARA HAMILTON COMM # 1499973 COMM. # 1499973 COMM. EXP. JULY 11, 2008

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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.

Signature: M. / M.

State of California County of Orange

On FLb 5, 2008 before me, TMA MMI'HON

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
COMM. # 1499973
NOTARY PUBLIC-CALIFORNIA D
ORANGE COUNTY
COMM. EXP. JULY 11, 2008

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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, 2008.	ASSIGNOR hereunto sets its hand and seal this _ <b>5</b> day or
N	Macon F. Brock, III
Si	ignature: M. / m./

State of California County of Orange

On Feb 5, 2008 before me, TMA NAMI + TON 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 COMM. # 1499973 ORANGE COUNTY OCOMM. EXP. JULY 11, 2008

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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 or, 2008.
Macon F. Brock, III
Signature: Al. Inl
State of California County of Orange
on Feb 5, 2008 before me, TWA hami'then personally appeared MACONE BROCK Humbo grounds
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. .

Notary Public

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TARA HAMILTON

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 <u>\$\frac{1}{2}\$</u> day o
Macon F. Brock, III
Signature: M. J. M. E.
State of California County of Orange On Feb 5, 2008 before me, TWA ham'l+on
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.

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WITNESS my hand and official seal.

**RECORDED: 02/11/2008**