

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Joel Friedman		03/11/2008	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Mikawaya, Inc.		
<b>Street Address:</b>	800 East 4th Street		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90013		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	77050928	MOCHILATO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(213)232-7703		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	213-443-7996		
<b>Email:</b>	trademark@smithrendon.com		
<b>Correspondent Name:</b>	Rhea Caras, SMITH & RENDON LLP		
<b>Address Line 1:</b>	333 South Grand Avenue		
<b>Address Line 2:</b>	Suite 4200		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90071-1546		
<b>NAME OF SUBMITTER:</b>	Rhea Caras		
<b>Signature:</b>	/rhea caras/		
<b>Date:</b>	03/11/2008		

OP \$40.00 77050928

Total Attachments: 1

**900101353**

**TRADEMARK  
 REEL: 003737 FRAME: 0555**



## Assignment

WHEREAS, Joel Friedman of 800 East 4<sup>th</sup> Street, Los Angeles, California 90013, has intended to use the mark MOCHILATO in interstate commerce and has filed an application with the United States Patent and Trademark office on November 27, 2006 based on his bona fide intent to use such mark in commerce, which application has been given Serial No. 77/050928, but has not yet filed an allegation of use of the mark under Section 1(c) or 1(d) of the Trademark Act; and

WHEREAS, Joel Friedman is assigning the MOCHILATO mark in the above-identified application as part of the entire business or portion thereof, to which the MOCHILATO mark pertains;

WHEREAS, Mikaway, Inc. of 800 East 4<sup>th</sup> Street, Los Angeles, California 90013, the successor of the ongoing and existing business, or portion thereof, of Joel Friedman to which the mark pertains, is desirous of acquiring said trademark and the pending application therefore;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Joel Friedman does hereby assign to Mikaway, Inc. all right, title and interest in and to the trademark and the good will of the business symbolized thereby.

This Assignment is dated as of this first day of July, 2007.



Joel Friedman