

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|---------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Carl Jones | | 08/11/2008 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | Vintage Labs, LLC | | |
| Street Address: | 2423 E. 23rd Street | | |
| City: | Los Angeles | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90058 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3037419 | CALIFORNIA VINTAGE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (310)820-5988 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 310.207.3800 | | |
| Email: | dax_alvarez@bstz.com | | |
| Correspondent Name: | Dax Alvarez | | |
| Address Line 1: | 12400 Wilshire Boulevard | | |
| Address Line 2: | 7th Floor | | |
| Address Line 4: | Los Angeles, CALIFORNIA 90025-1040 | | |
| ATTORNEY DOCKET NUMBER: | 008418.G001 | | |
| NAME OF SUBMITTER: | Dax Alvarez | | |
| Signature: | /dax alvarez/ | | |
| Date: | 09/05/2008 | | |

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Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

AND

PENDING APPLICATIONS FOR REGISTRATION AND REGISTRATIONS THEREOF

WHEREAS, Carl Jones, having his principal place of business at 4 Alameda Street, Los Angeles, California 90012 ("ASSIGNOR"), has acquired or adopted, and used, and thereby owns all rights, title and interests in and to (i) the trademark CALIFORNIA VINTAGE and (ii) the pending applications for registration and registrations for the mark CALIFORNIA VINTAGE identified in Exhibit A attached hereto and by this reference incorporated into and made apart hereof (hereinafter collectively referred to as the "Mark"), together with the goodwill of the business appurtenant to said Mark; and

WHEREAS, VINTAGE LABS, LLC, a California limited liability company having a place of business at 2423 E. 23rd Street, Los Angeles, California 90058 ("ASSIGNEE") the successor of the ongoing and existing business to which the Mark pertains is desirous of memorializing the prior agreement in which the ASSIGNOR and ASSIGNEE acknowledged the effective date of such assignment to be December 1, 2004 (hereinafter "Effective Date");

WHEREAS, in order to memorialize ASSIGNOR's assignment of its entire rights, title and interest in and to the Mark and the goodwill appurtenant thereto, to ASSIGNEE, ASSIGNOR is executing this instrument of Assignment Nunc Pro Tunc.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, convey and transfer unto ASSIGNEE, its successors, assigns and legal representatives, its full and entire rights, title and interests in and to the Mark, and the attendant goodwill symbolized by the Mark, the same to vest in ASSIGNEE, including, without limitation, the ownership of all causes of action for, and claims for damages by reason of, the infringement of the Mark by other parties, which causes of action and claims arose prior to the Effective Date.

ASSIGNOR hereby agrees that ASSIGNEE shall have the right to record this instrument of assignment in the United States Patent and Trademark Office, and in the respective foreign trademark offices, so as to establish ASSIGNEE as owner of record of the Mark.

ASSIGNOR further agrees, at the request of ASSIGNEE and without charge or cost to ASSIGNEE, to (i) execute and have executed any and all other documents of any kind whatsoever, and to provide whatever information may be required, to carry out the terms and intent of this Assignment; and (ii) fully cooperate with ASSIGNEE, as reasonably required, to enable ASSIGNEE to duly record this instrument of assignment with the United States Patent and Trademark Office, as well as the respective foreign trademark offices, so that ASSIGNEE's ownership of the Mark is duly made of record.

IN WITNESS WHEREOF, ASSIGNOR has caused this instrument to be executed on the date indicated below.

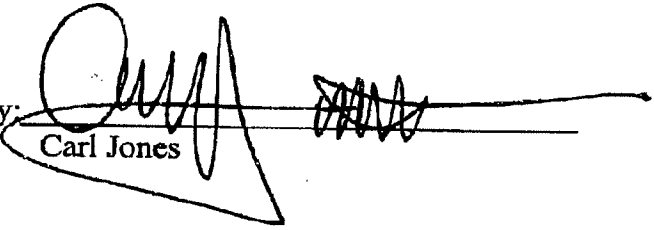
EXHIBIT A

| Mark | Serial No./Reg. No. | Country |
|--------------------|-------------------------|-----------------------|
| CALIFORNIA VINTAGE | Reg. No. 3,037,419 | USA |
| CALIFORNIA VINTAGE | Reg. No. TMA685050 | Canada |
| CALIFORNIA VINTAGE | Reg. No. 004341351 | European Community |
| CALIFORNIA VINTAGE | Serial No. 2005-017817* | Japan |
| CALIFORNIA VINTAGE | Reg. No. 40-06759868 | Korea |
| CALIFORNIA VINTAGE | Serial No. 2006-31131* | Korea |
| CALIFORNIA VINTAGE | Reg. No. 01195506 | Taiwan |

*Signifies abandoned application

CARL JONES
("ASSIGNOR")

Dated: Aug 11, _____, 2008

By:  _____
Carl Jones