

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Assignment		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Stephen Yount Ascher Jr		01/06/2009	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Miramar Brands Group, Inc.		
Street Address:	840 E Green Street		
Internal Address:	301		
City:	Pasadena		
State/Country:	CALIFORNIA		
Postal Code:	91101		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	73829967	KING OF THE BEACH	
Serial Number:	75423156	KING OF THE BEACH	
Serial Number:	78735734	KING OF THE BEACH	
CORRESPONDENCE DATA			
Fax Number:	(626)683-0007		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6264374661		
Email:	stephen.ascher@miramarbrands.com		
Correspondent Name:	Stephen Y Ascher Jr		
Address Line 1:	840 E Green Street		
Address Line 2:	301		
Address Line 4:	Pasadena, CALIFORNIA 91101		
NAME OF SUBMITTER:	Stephen Y Ascher, Jr		
Signature:	/Stephen Y Ascher Jr/		

OP \$90.00 73829967

Date:

01/07/2009

Total Attachments: 1

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ASSIGNMENT OF TRADEMARKS

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, Stephen Y. Ascher, Jr. an individual, having principal residences at 330 Ranch Road, PO Box 100 PMB 576, Mammoth Lakes, California 93546 U.S.A. ("Assignor"), hereby sells, assigns and transfers to Miramar Brands Group, Inc., a California Corporation, having its principal office at 840 East Green Street, #301, Pasadena, California 91101 U.S.A. ("Assignee"), and Assignee hereby accepts from Assignor:

- A. All of Assignor's right, title and interest in and to the KING OF THE BEACH trademarks, service marks, registrations of trademarks and service marks and applications for such registration (hereinafter collectively and individually referred to as the "Trademarks."); and
- B. The goodwill of the business connected with the use of and symbolized by the Trademarks.

IN WITNESS WHEREOF, the undersigned have hereunto set their hands as of this 6th day of January, 2009.

STEPHEN Y. ASCHER, JR.,
an individual

MIRAMAR BRANDS GROUP, INC.

By: 

Name: Stephen Y. Ascher, Jr.
Title: Assignor


TRADEMARK

Stephen Y. Ascher, Jr.
REEL: 003914 FRAME: 0624

RECORDED: 0170772009