

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
Simco Sales, Inc.		06/26/2008	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Label Works, LLC		
Street Address:	1180 South Beverly Drive, Suite 509		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3110655	FIRST HARVEST	
CORRESPONDENCE DATA			
Fax Number:	(310)553-0222		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310553-1222		
Email:	josh@novianlaw.com		
Correspondent Name:	Farid Novian		
Address Line 1:	1801 Century Park East, Suite 1201		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
NAME OF SUBMITTER:	Farid Novian		
Signature:	/fn/		
Date:	03/03/2009		
Total Attachments: 1			
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OP \$40.00 3110655

ASSIGNMENT OF TRADEMARKS AND APPLICATIONS


Effective Date: July 26, 2008

WHEREAS SIMCO SALES, INC., a California corporation having a mailing address of 1180 South Beverly Drive, Suite 511, Los Angeles, California 90035 ("ASSIGNOR") own or hold all of the rights to use the trademarks STELLA in classes 29 and 30, identified by the United States Patent and Trademark Office ("USPTO") as Registration No. 3229838 and STELLA in class 29 identified by the USPTO as registration No. 78415861 (collectively, "the Marks"); and

WHEREAS LABEL WORKS, LLC, a California limited liability company with offices at 1180 South Beverly Drive, Suite 509 Los Angeles, California 90035 ("ASSIGNEE") desires to acquire all of Assignor's right, title, and interest in and to the Marks and the goodwill associated therewith, and all applications for registrations thereof; and Assignor desires to assign all of its rights, title, and interest in the foregoing to the Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby transfers unto said Assignee all right, title, and interest in and to the said Marks, together with: (a) any applications for registration of said Marks; (b) the goodwill of the business symbolized by and associated with said Marks and any applications for registration thereof; and (c) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to said Marks or any applications for registrations thereof or such associated goodwill. It is further agreed that upon the request of the Assignee, Assignor shall duly execute, acknowledge, and deliver all such further acts, deeds, assignments, transfers, conveyances, powers of attorney, and assurances as may be reasonably required to effect the terms of this Agreement.

SIMCO SALES, INC.

By: 
Arian Sumanjot, its President