

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
La Jolla Group, Inc.		03/10/2009	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Cameron Steele		
Street Address:	3914 Calle Andalucia		
City:	San Clemente		
State/Country:	CALIFORNIA		
Postal Code:	92673		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77366879	DESERT ASSASSINS	
CORRESPONDENCE DATA			
Fax Number:	(619)878-2800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	619-878-2800		
Email:	mark@trademarksmart.net		
Correspondent Name:	Mark C Schollaert		
Address Line 1:	4747 Panorama Drive		
Address Line 4:	San Diego, CALIFORNIA 92116		
ATTORNEY DOCKET NUMBER:	DESERT ASSASSINS		
NAME OF SUBMITTER:	Mark C. Schollaert		
Signature:	/mcs/		
Date:	03/30/2009		

OP \$40.00 77366879

Total Attachments: 1
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ASSIGNMENT OF FEDERAL INTENT-TO-USE APPLICATION

WHEREAS, La Jolla Group, Inc. ("Assignor"), a California corporation, having a place of business at 17 Pasteur, Irvine, California 92618, intends to use the mark **DESERT ASSASSINS** in commerce and has filed an application, now assigned Serial No. 77/366,879, with the United States Patent and Trademark office under Section 1(b) of the Trademark Act, indicating that intention, but has not yet filed an allegation of use under Sections 1(c) or 1(d) of the Trademark Act, and

WHEREAS, Assignor is assigning the mark in the above-identified application and substantially all of the business or the portion thereof to which the mark pertains, as required by 15 U.S.C. Section 1060; and

WHEREAS, Cameron Steele ("Assignee"), a United States individual, residing at 3914 Calle Andalucia, San Clemente, California 92673, is desirous of acquiring said trademark and the pending intent-to-use application therefor;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark and said application therefor, together with all common law rights and the goodwill of the business symbolized by said trademark.

Signed at ^{IRVINE} ~~IRVINE~~ ~~IRVINE~~ 12pm, this 10TH day of MARCH, 2009.

La Jolla Group, Inc.

Erik Forsell
Erik Forsell
VP of Brand Development

STATE OF _____)
) ss.
COUNTY OF _____)

On _____, 20__, before me, the undersigned Notary Public, personally appeared _____,
_____ personally known to me
or
_____ 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/she executed the same in his/her capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

(SEAL)

Please see Attachment.
Ryan Johnson
TRADEMARK