

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															
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Name</th> <th style="width:30%;">Formerly</th> <th style="width:15%;">Execution Date</th> <th style="width:25%;">Entity Type</th> </tr> </thead> <tbody> <tr> <td>Checkmate Holding Company, LLC</td> <td></td> <td>02/27/2009</td> <td>LIMITED LIABILITY COMPANY: CALIFORNIA</td> </tr> <tr> <td>Checkmate Holding Company, LLC</td> <td></td> <td>02/27/2009</td> <td>LIMITED LIABILITY COMPANY: NEVADA</td> </tr> </tbody> </table>		Name	Formerly	Execution Date	Entity Type	Checkmate Holding Company, LLC		02/27/2009	LIMITED LIABILITY COMPANY: CALIFORNIA	Checkmate Holding Company, LLC		02/27/2009	LIMITED LIABILITY COMPANY: NEVADA		
Name	Formerly	Execution Date	Entity Type												
Checkmate Holding Company, LLC		02/27/2009	LIMITED LIABILITY COMPANY: CALIFORNIA												
Checkmate Holding Company, LLC		02/27/2009	LIMITED LIABILITY COMPANY: NEVADA												
RECEIVING PARTY DATA															
<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:20%;">Name:</td> <td>Snorology, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>178 S. Victoria Ave.</td> </tr> <tr> <td>Internal Address:</td> <td>Suite D</td> </tr> <tr> <td>City:</td> <td>Ventura</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>93003</td> </tr> <tr> <td>Entity Type:</td> <td>CORPORATION: DELAWARE</td> </tr> </table>		Name:	Snorology, Inc.	Street Address:	178 S. Victoria Ave.	Internal Address:	Suite D	City:	Ventura	State/Country:	CALIFORNIA	Postal Code:	93003	Entity Type:	CORPORATION: DELAWARE
Name:	Snorology, Inc.														
Street Address:	178 S. Victoria Ave.														
Internal Address:	Suite D														
City:	Ventura														
State/Country:	CALIFORNIA														
Postal Code:	93003														
Entity Type:	CORPORATION: DELAWARE														
PROPERTY NUMBERS Total: 1															
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:20%;">Property Type</th> <th style="width:15%;">Number</th> <th style="width:65%;">Word Mark</th> </tr> </thead> <tbody> <tr> <td>Serial Number:</td> <td>77206782</td> <td>MEMORYWATER</td> </tr> </tbody> </table>		Property Type	Number	Word Mark	Serial Number:	77206782	MEMORYWATER								
Property Type	Number	Word Mark													
Serial Number:	77206782	MEMORYWATER													
CORRESPONDENCE DATA															
<p>Fax Number: (805)644-2576 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 805-644-2270 Email: snorology@gmail.com Correspondent Name: Checkmate Holding Company, LLC Address Line 1: 178 S. Victoria Ave. Address Line 2: Suite C Address Line 4: Ventura, CALIFORNIA 93003</p>															
NAME OF SUBMITTER:	John C. Jeppesen														
Signature:	/John C. Jeppesen/														

OP \$40.00 77206782

Date:

05/05/2009

Total Attachments: 3

source=MemoryWater-TMASSIGNMENT#page1.tif

source=MemoryWater-TMASSIGNMENT#page2.tif

source=MemoryWater-TMASSIGNMENT#page3.tif

TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of February 27, 2009 from Checkmate Holding Company, LLC ("ASSIGNOR") a Nevada Limited Liability Company located at 178 S. Victoria Ave., Ventura, CA 93003, To Snorology, Inc. ("ASSIGNEE") a Delaware Corporation located at 178 S. Victoria Ave., Ventura, CA 93003:

WHEREAS, ASSIGNOR is the owner of the registered trademarks and trademark applications (the "Marks") and other intellectual property (the "Property") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods on which the Marks are used (the "Products" and "Services").

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks and the Property.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks and the Property, together with (1) the goodwill of the business relating to the Products in respect upon which the Marks are used and for which they are registered or pending in the form of trademark applications: (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks: and (3) all rights to sue for past, present, and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms, and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks and the Property.

BY: John C. Jeppesen on February 27, 2009
John C. Jeppesen-Managing Member-Checkmate Holding Company, LLC

SEE ATTACHED
CERTIFICATE

CALIFORNIA ACKNOWLEDGMENT

State of California
County of Ventura

On February 27, 2009 before me, Nathan McGowan, Notary Public,

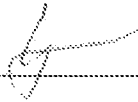
Personally appeared, John C. Jeppesen,

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

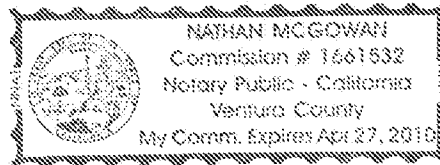
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature _____



Nathan McGowan, Notary Public



(Seal)

My Commission Expires April 27, 2010

TRADEMARK

REEL: 003982 FRAME: 0601

Exhibit A

- 1) The mark "CETV," application serial number 77477522; International Class 41
- 2) The mark "Airway Centric," application serial number 77477516; International Class 41
- 3) The mark "Swivel Pillows," registration number 3420590; International Class 10
- 4) The mark "Nothing Like Sleep," registration number 3559513; International Class 44
- 5) The mark "Pneumodontics," registration number 3420589; International Class 44
- 6) The mark "Pneumodontist," registration number 3420545; International Class 44
- 7) The mark "Pneumodontology," registration number 3409723; International Class 42
- 8) The mark "OrthoPAP," registration number 3386818; International Class 44
- 9) The mark "JPAP," registration number 3344133; International Class 10
- 10) The mark "Snorometer," application serial number 77095389; International Class 44
- 11) The mark "Snorology," registration number 2614669; International Class 35
- 12) The mark "SnoreTube," application serial number 77110637; International Class 41
- 13) The mark "Snorologist," registration number 2612184; International Class 44
- 14) The mark "StenoMED," registration number 3400192; International Class 35
- 15) The mark "MemoryWater," application serial number 77206782; International Class 32