

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Aroa Marketing, Inc.		07/01/2009	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
Name:	Carlsbad International Export, Inc.		
Street Address:	1954 Kellogg Avenue		
City:	Carlsbad		
State/Country:	CALIFORNIA		
Postal Code:	92008		
Entity Type:	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	3182170	S STEINHAUSEN	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(619)670-7585		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	619-670-1702		
Email:	rclarkeesq@sbcglobal.net		
Correspondent Name:	Richard D. Clarke		
Address Line 1:	3755 Avocado Blvd 1000		
Address Line 4:	La Mesa, CALIFORNIA 91941		
ATTORNEY DOCKET NUMBER:	09-CIE/502		
NAME OF SUBMITTER:	Richard D. Clarke		
Signature:	/Richard D. Clarke/		
Date:	07/02/2009		

OP \$40.00 3182170

Total Attachments: 3

source=3182170#page1.tif

source=3182170 (2)#page1.tif

source=3182170 (3)#page1.tif

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

WHEREAS, AROA MARKETING, INC. a California Corporation, (hereinafter “Assignor”), is the registered owner of, and has adopted and used in its business, the trademark, S STEINHAUSEN, which Assignor has registered with the United States Patent and Trademark Office, and which is described below as follows:

U.S. Registration No. 3182170  
Registration Date: December 12, 2006  
Serial Number: 76510650

(the “Mark”); and


WHEREAS, CARLSBAD INTERNATIONAL EXPORT, INC., a California Corporation, having a place of business at 1954 Kellogg Avenue, Carlsbad, CA 92008 (hereinafter “Assignee”) desires to acquire all of Assignor’s right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, the registration therefor, and the right to sue for and collect damages for any past infringement of the Mark.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby irrevocably assign unto Assignee all of its right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, the registration therefor, and the right to sue for and collect damages for any past infringement of the Mark.

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 Mark.

Dated: 07/01/09

Aroa Marketing, Inc.

Signed: 

By: Alexander Elnkaveh  
Title: President, Aroa Marketing, Inc.

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California

County of LOS ANGELES

On 7/11/09 before me, R J WOODFORD, NOTARY PUBLIC,  
Date Here Insert Name and Title of the Officer

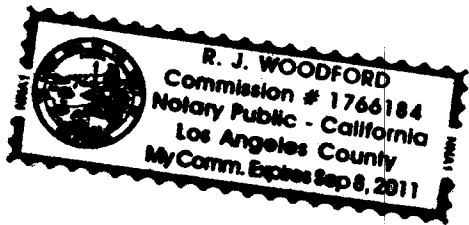
personally appeared ALEXANDER ELNEKAVEH  
Name(s) of Signer(s)

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 [Handwritten Signature]  
Signature of Notary Public



Place Notary Seal Above

**OPTIONAL**

*Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.*

**Description of Attached Document**

Title or Type of Document: \_\_\_\_\_

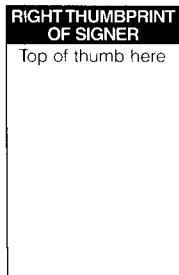
Document Date: \_\_\_\_\_ Number of Pages: \_\_\_\_\_

Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: \_\_\_\_\_

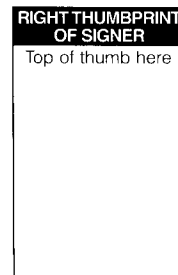
- Individual
- Corporate Officer — Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_



Signer Is Representing: \_\_\_\_\_

Signer's Name: \_\_\_\_\_

- Individual
- Corporate Officer — Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_



Signer Is Representing: \_\_\_\_\_