

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
Aroa Marketing, Inc.		07/01/2009	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Carlsbad International Export, Inc.		
Street Address:	1954 Kellogg Avenue		
City:	Carlsbad		
State/Country:	CALIFORNIA		
Postal Code:	92008		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3225959	SPORT UTILITY WATCH	
CORRESPONDENCE DATA			
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/503		
NAME OF SUBMITTER:	Richard D. Clarke		
Signature:	/Richard D. Clarke/		
Date:	07/02/2009		

OP \$40.00 3225959

Total Attachments: 3

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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, SPORT UTILITY WATCH, which Assignor has registered with the United States Patent and Trademark Office, and which is described below as follows:

U.S. Registration No. 3225959
Registration Date: April 3, 2007
Serial Number: 78721778

(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 7/1/09 before me, R J WOODFORD NOTARY PUBLIC
Date Here Insert Name and Title of the Officer

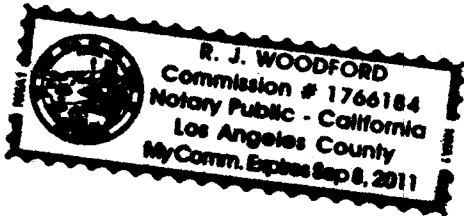
personally appeared ALEXANDER ELNEKAVEH
Name(s) of Signer(s)

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: _____

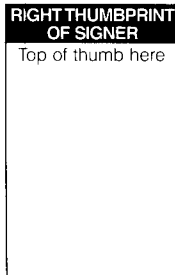
Signer(s) Other Than Named Above: _____

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: _____



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- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____

Signer Is Representing: _____

