

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ronald J. Gordon		10/30/2009	INDIVIDUAL:

RECEIVING PARTY DATA

Name:	PINNACLE BRAND GROUP, INC.
Street Address:	1041 Market St.
Internal Address:	Suite 309
City:	San Diego
State/Country:	CALIFORNIA
Postal Code:	92101
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Registration Number:	3416291	ASTON GREY SPORT
Registration Number:	3416290	ASTON GREY COLLECTION
Serial Number:	78621387	ASTON GREY SPORT
Serial Number:	78621381	ASTON GREY COLLECTION
Registration Number:	3544978	GORDON RUSH
Registration Number:	3450720	STRAY DOG
Registration Number:	3442125	MARCO VITTORIO
Serial Number:	77583411	
Serial Number:	77423489	GR
Serial Number:	77423477	GR GORDON RUSH
Serial Number:	77051943	RUSH GORDON RUSH
Serial Number:	77051941	GORDON RUSH
Registration Number:	2697416	RUSH GORDON RUSH

OP \$365.00 3416291

Registration Number:

2273047

GORDON RUSH

CORRESPONDENCE DATA

Fax Number: (562)598-5993

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (562) 598-8575

Email: tm@bettingerlaw.com

Correspondent Name: Bettinger Law Group PC

Address Line 1: 3020 Old Ranch Pkwy

Address Line 2: Suite 300

Address Line 4: Seal Beach, CALIFORNIA 90740

NAME OF SUBMITTER:

Jay Bettinger

Signature:

/Jay Bettinger/

Date:

12/22/2009

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

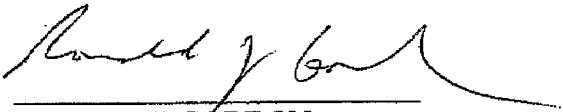
This Assignment of Trademarks is made as of the 30th day of October, 2009, by and between Ronald J. Gordon, an individual ("Assignor"), and Pinnacle Brand Group, Inc., a California corporation ("Assignee").

WHEREAS, as of the date hereof, the Assignor is the owner of the trademarks, including, without limitation, the trademark applications and/or registrations in the United States Patent and Trademark Office as delineated on Exhibit A annexed hereto (the "Trademarks"); and

WHEREAS, the Assignee is desirous of acquiring the Trademarks, the applications and registrations therefore, and the business and goodwill of the business in connection therewith.

NOW, THEREFORE, the Assignor, for good and valuable consideration, the receipt and sufficiency of which is hereby expressly acknowledged, hereby sells, assigns, conveys and transfers unto Assignee, its successor and assigns, Assignor's entire right, title and interest in and to the Trademarks, applications, and registrations set forth on Exhibit A, together with the business and all goodwill of the business connected with the use of or symbolized by the Trademarks, applications and registrations therefore, including any license, franchise, or distributor agreements, labels and advertising, and Assignor's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of the Trademarks as well as all rights to damages or profits as of the date hereof and the right to sue for and recover same in Assignee's own name.


IN WITNESS WHEREOF, the Assignor has caused this Assignment of Trademarks to be executed as of the date first written above.



RONALD J. GORDON

STATE OF CALIFORNIA)
) : ss.:
COUNTY OF San Diego)

On this 12/24/09 day of December, personally came before me Ronald J. Gordon who being by me duly sworn did depose and say that deponent is the CEO of the corporation described in and which executed the foregoing ASSIGNMENT OF TRADEMARK, and that he has the authority to sign his name thereto.



Notary Public

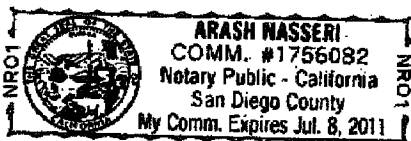



EXHIBIT A

GORDON RUSH TRADEMARKS AND APPLICATIONS

<u>App No.</u>	<u>Reg No.</u>	<u>Title</u>	<u>Status</u>	<u>Country</u>	<u>Reg Date</u>
78979895	3416291	ASTON GREY SPORT	REGISTERED	USA	4/22/2008
78979893	3416290	ASTON GREY COLLECTION	REGISTERED	USA	4/22/2008
78637853		VERTIGO PROJECT	DEAD	USA	
78621387		ASTON GREY SPORT	DEAD (08-24)	USA	
78621381		ASTON GREY COLLECTION	DEAD (08-24)	USA	
77975999	3544978	GORDON RUSH	REGISTERED	USA	12/9/2008
77975480	3450720	STRAY DOG	REGISTERED	USA	6/17/2008
77975479	3442125	MARCO VITTORIO	REGISTERED	USA	6/3/2008
					
77583411		GR	DEAD	USA	
77423489		GR GORDON RUSH	PENDING	USA	
77423477		GR GORDON RUSH	PENDING	USA	
77122613		CANPIONE	DEAD	USA	
77102654		MARCO VITTORIO	DEAD	USA	
77051945		STRAY DOG	DEAD	USA	
77051943		RUSH GORDON RUSH	PENDING	USA	
77051941		GORDON RUSH	PENDING	USA	
76350276	2697416	RUSH GORDON RUSH	REGISTERED	USA	3/18/2003
75417585	2273047	GORDON RUSH	LIVE	USA	8/24/1999
4817069		GORDON RUSH	PENDING	CN	
4817068		RUSH GORDON RUSH	PENDING	CN	
5771151		GORDON RUSH	PENDING	CN	
5771150		GORDON RUSH	PENDING	CN	
5771149		GORDON RUSH	REGISTERED	CN	10/14/2009
5771168		GORDON RUSH	PENDING	CN	
5536826	5536826	GORDON RUSH	REGISTERED	EU	12/7/2007
2551992	2551992	RUSH GORDON RUSH	REGISTERED	EU	5/20/2003
2552412	2552412	GORDON RUSH	REGISTERED	EU	3/17/2003
2007-009392	5114610	GORDON RUSH	REGISTERED	JP	2/29/2008
2002-000440	4604770	RUSH GORDON RUSH	REGISTERED	JP	9/13/2002
2001-108812	4599929	GORDON RUSH	REGISTERED	JP	8/30/2002
40-2005-0033566	679486	RUSH GORDON RUSH	REGISTERED	KR	9/22/2006
40-2005-0033565	679484	GORDON RUSH	REGISTERED	KR	9/22/2006