

RE 2/4/10

02-16-2010



103588772

ET

To the Director of the U. S. Patent and

transmitted documents or the new address(es) below.

1. Name of conveying party(ies):

Steve Slawson

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation- State: _____
- Other _____

Citizenship (see guidelines) United States

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) 01/26/2010

- Assignment Merger
- Security Agreement Change of Name
- Other _____

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Bee My Bear, Inc.

Internal Address: _____

Address: _____

Street Address: 800 Laurel Oak Drive, Suite 300

City: Naples

State: FL

Country: United States Zip: 34108

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship Florida
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

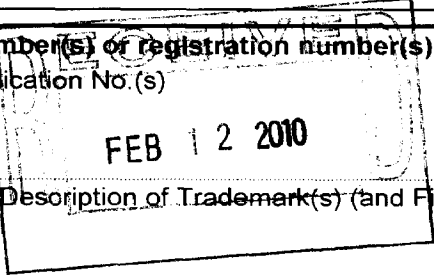
B. Trademark Registration No.(s)

2570217

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

BE MY BEAR



5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Jennifer L. Whitelaw

Internal Address: WHITELAW LEGAL GROUP

Street Address: 3838 Tamiami Trail North, Suite 310

City: Naples

State: FL Zip: 34103

Phone Number: 239-262-1001

Fax Number: 239-261-0057

Email Address: usptomail@whitelawfirm.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00 (paid)

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Fee was paid 2/4/10 (Document ID 900154006)

Deposit Account Number _____

Authorized User Name _____

9. Signature:

/Jennifer L. Whitelaw/

02-05-2010

Signature

Date

Jennifer L. Whitelaw, Attorney of record

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

8

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TO: JENNIFER L. WHITELAW COMPANY: 3838 TAMiami TRAIL NORTH, SUITE 310

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.102/04/2010
900154006

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Steve Stawson		01/28/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Bee My Bear, Inc.		
Street Address:	800 Laurel Oak Drive, Suite 300		
City:	Naples		
State/Country:	FLORIDA		
Postal Code:	34108		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2570217	BE MY BEAR	
CORRESPONDENCE DATA			
Fax Number:	(239)281-0057		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	239-262-1001		
Email:	usptomail@whitelawfirm.com		
Correspondent Name:	Jennifer L. Whitelaw		
Address Line 1:	3838 Tamiami Trail North, Suite 310		
Address Line 4:	Naples, FLORIDA 34103		
NAME OF SUBMITTER:	Jennifer L. Whitelaw		
Signature:	/JENNIFER L. WHITELAW/		
Date:	02/04/2010		
Total Attachments: 1 source=Executed Assignment 2570217#page1.tif			

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USPTO

2/5/2010 12:14:39 PM PAGE 4/004 Fax Server

TO: JENNIFER L. WHITELOW COMPANY: 3838 TAMiami TRAIL NORTH, SUITE 310

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Steve

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, dated January 26, 2010, by and between Steve Slawson, a Texas individual, as "Assignor", and Bee My Bear, Inc., a Florida corporation, as "Assignee".

WHEREAS, the Assignor is the owner of United States Trademark Registration Number 2,570,217 (the "Registration") for the mark BE MY BEAR (the "Mark");


WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers and assigns to Assignee, Assignor's entire right, title and interest in and to the Registration and the Mark, including without limitation the goodwill relating thereto. The foregoing assignment does not include rights in any domain name registered by Assignor.

Assignor represents and warrants that (i) it is the owner of the Registration; (ii) the Registration is free of any encumbrances, liens, judgments, security interests or licenses; (iii) Assignor has no actual knowledge of any claim that the Registration or the Mark infringe the rights of any third party; and (iv) other than the pending cancellation action between the parties hereto, there are no claims pending or, to the knowledge of Assignor, threatened with respect to the Registration or the Mark.

Assignor agrees to perform, at the sole expense of Assignee, any further acts and execute and deliver any further documents that may be reasonably necessary to carry out the intents and purposes of this Assignment.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be duly signed as of the date written above.



Steve Slawson