

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
Who's Your Daddy, Inc.		01/21/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Fish & Richardson P.C.		
Street Address:	225 Franklin Street		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02110		
Entity Type:	Professional Corporation: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78657979	THE KING OF ENERGY	
CORRESPONDENCE DATA			
Fax Number:	(858)678-5099		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(858) 678-5070		
Email:	dylan-hyde@fr.com		
Correspondent Name:	Fish & Richardson P.C.		
Address Line 1:	P.O. Box 1022		
Address Line 4:	Minneapolis, MINNESOTA 55440-1022		
ATTORNEY DOCKET NUMBER:	26184-0029001.E		
NAME OF SUBMITTER:	Lisa M. Martens		
Signature:	/lisa m martens/		
Date:	02/18/2010		

CH \$40.00 78657979

Total Attachments: 7

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EXHIBIT A - ASSIGNMENT

WHEREAS, Who's Your Daddy, Inc., a corporation organized and existing under the laws of the State of California, having a place of business at 26381 Crown Valley Parkway, Mission Viejo, CA 92691 ("Assignor") has adopted, used, is using and has applied to register the trademarks and domain names identified in the attached *Schedule A* (herein referred to collectively as the "Property") in the United States and worldwide.

WHEREAS, Fish & Richardson P.C., a professional corporation organized and existing under the laws of the State of Massachusetts, having a place of business at 225 Franklin Street, Boston, Massachusetts 02110 ("Assignee"), desires to acquire the Property together with the good will of the business.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its successors and assigns all right, title and interest in and to the Property together with the good will of the business symbolized by the Property, including any trademark registrations that may have issued or trademark applications that are pending in Assignor's name for the Property. Assignor further sells, assigns and transfers unto Assignee its entire right, title and interest in and to any and all causes of action and rights of recovery for past infringement of the Property.

Assignor covenants that it or its representatives will, upon the request and at the expense of Assignee, do all other lawful acts necessary to enable Assignee to obtain, maintain and enforce full benefits from the rights and interests herein assigned.



This assignment shall be binding upon the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

IN WITNESS WHEREOF, said Assignor, has executed and delivered this instrument this 21st day of January, 2010.

WHO'S YOUR DADDY, INC.

Date: 1-21, 2010

By:

[Signature]

Name: Michael R. Dunn

Title: Chairman and CEO

NOTARY:

SEE ATTACHED CERTIFICATE

FISH & RICHARDSON P.C.

Date: Jan. 21, 2010

By:

[Signature]

Name: Roger D. Feldman

Title: Senior Principal and General Counsel

STATE OF)

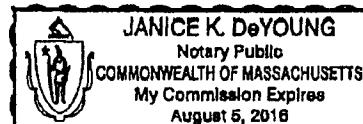
) SS.

COUNTY OF)

On Jan. 21, 2010, before me, the undersigned, a notary public for the State of Massachusetts personally appeared Roger Feldman known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within Assignment, and acknowledged to me that she/he executed the same in she/he authorized capacity and that by she/he signature on the Assignment the person or the entity upon behalf of which the person acted executed the Assignment.

WITNESS my hand and official seal.

[Signature]
Notary Public



Schedule A

TRADEMARKS			
Mark	Country	Application No. Filing Date	Registration No. Registration Date
WHO'S YOUR DADDY STYLE WITH AUTHORITY & Design	United States	78658016 26 Jun 2005	(pending)
WHO'S YOUR DADDY	United States	78976525 21 Oct 2004	3389058 26 Feb 2008
	United States	78696818 19 Aug 2005	3212454 27 Feb 2007
	United States	78504067 21 Oct 2004	3011493 01 Nov 2005
	United States	78504061 21 Oct 2004	3078885 11 Apr 2006
	United States	76574439 09 Feb 2004	3656207 21 Jul 2009
	United States	76574444 09 Feb 2004	3548592 23 Dec 2008
	United States	76574445 09 Feb 2004	3084079 25 Apr 2006
	United States	76574443 09 Feb 2004	3084078 25 Apr 2006
	United States	76574442 09 Feb 2004	3315070 23 Oct 2007
	United States	76574441 09 Feb 2004	3084077 25 Apr 2006
	United States	76574440 09 Feb 2004	3084076 25 Apr 2006
THE KING OF ENERGY	United States	78657979 24 Jun 2005	(pending)
WHO'S YOUR DADDY STYLE WITH AUTHORITY & Design	Bahamas	28975 23 Dec 2005	(pending)
	Bahamas	28976 23 Dec 2005	(pending)
	Bahamas	28977 23 Dec 2005	(pending)
THE KING OF ENERGY	Bahamas	28978 23 Dec 2005	(pending)
THE KING OF ENERGY	China	IR879935 19 Dec 2005	IR879935 19 Dec 2005

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TRADEMARKS			
Mark	Country	Application No. Filing Date	Registration No. Registration Date
WHO'S YOUR DADDY STYLE WITH AUTHORITY & Design	Costa Rica	20060002 02 Jan 2006	163768 06 Nov 2006
	Costa Rica	20060003 02 Jan 2006	168233 06 Nov 2007
	Costa Rica	20060004 02 Jan 2006	163767 11 Jun 2006
THE KING OF ENERGY	Costa Rica	20060001 02 Jan 2006	163769 06 Nov 2006
WHO'S YOUR DADDY	European Community	3303765 06 Aug 2003	3303765 08 Dec 2004
THE KING OF ENERGY	European Community	IR879935 19 Dec 2005	IR879935 19 Dec 2005
WHO'S YOUR DADDY STYLE WITH AUTHORITY & Design	Hong Kong	300552843 21 Dec 2005	300552843 12 Sep 2006
THE KING OF ENERGY	Hong Kong	300552852 21 Dec 2005	300552852 15 Jun 2006
WHO'S YOUR DADDY STYLE WITH AUTHORITY & Design	Indonesia	D002005029343 23 Dec 2005	IDM000135110 19 Sep 2007
	Indonesia	D002005029342 23 Dec 2005	IDM000135109 19 Sep 2007
	Indonesia	D002005029344 23 Dec 2005	IDM000135111 19 Sep 2007
THE KING OF ENERGY	Indonesia	D002005029345 23 Dec 2005	(pending)
THE KING OF ENERGY	Iran	IR879935 19 Dec 2005	IR879935 19 Dec 2005
WHO'S YOUR DADDY STYLE WITH AUTHORITY & Design	Israel	186239 22 Dec 2005	186239 07 Aug 2007
	Israel	186240 22 Dec 2005	186240 06 Aug 2007
	Israel	186241 22 Dec 2005	186241 06 Aug 2007
THE KING OF	Israel	186242	186242

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Mark	Country	Application No. Filing Date	Registration No. Registration Date
ENERGY		22 Dec 2005	07 Aug 2007
WHO'S YOUR DADDY STYLE WITH AUTHORITY & Design	Jamaica	47860 22 Dec 2005	47860 22 Dec 2005
WHO'S YOUR DADDY	Japan	200580403 29 Aug 2005	4991423 29 Sep 2006
WHO'S YOUR DADDY STYLE WITH AUTHORITY & Design	Jordan	83580 21 Dec 2005	83580 21 Dec 2005
	Jordan	83579 21 Dec 2005	83579 21 Dec 2005
	Jordan	83330 21 Dec 2005	83330 21 Dec 2005
THE KING OF ENERGY	Jordan	83581 21 Dec 2005	83581 21 Dec 2005
WHO'S YOUR DADDY STYLE WITH AUTHORITY & Design	Malaysia	05021654 22 Dec 2005	<i>(pending)</i>
WHO'S YOUR DADDY	Mexico	744939 14 Oct 2005	923606 03 Mar 2006
	Mexico	744941 14 Oct 2005	923839 07 Mar 2006
	Mexico	744940 14 Oct 2005	923607 03 Mar 2006
THE KING OF ENERGY	Mexico	744938 14 Oct 2005	930715 25 Apr 2006
	Mexico	797720 02 Aug 2006	949543 28 Aug 2006
WHO'S YOUR DADDY STYLE WITH AUTHORITY & Design	Panama	14786001 23 Dec 2005	147860 23 Dec 2005
	Panama	14786101 23 Dec 2005	147861 23 Dec 2005
	Panama	14786201	147862

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Mark	Country	Application No. Filing Date	Registration No. Registration Date
		23 Dec 2005	23 Dec 2005
THE KING OF ENERGY	Panama	14785901 23 Dec 2005	147859 23 Dec 2005
THE KING OF ENERGY	Russian Federation	IR879935 19 Dec 2005	IR879935 19 Dec 2005
THE KING OF ENERGY	Singapore	IR879935 19 Dec 2005	IR879935 19 Dec 2005
WHO'S YOUR DADDY STYLE WITH AUTHORITY & Design	Thailand	613377 23 Dec 2005	Kor264099 23 Dec 2005
	Thailand	613378 23 Dec 2005	Kor265321 23 Dec 2005
	Thailand	613379 23 Dec 2005	Kor264320 23 Dec 2005
WHO'S YOUR DADDY STYLE WITH AUTHORITY & Design	UAE	76225 24 Dec 2005	63268 01 Oct 2006
	UAE	76226 24 Dec 2005	91989 26 Nov 2008
	UAE	76227 24 Dec 2005	63270 01 Oct 2006
THE KING OF ENERGY	UAE	76228 24 Dec 2005	63269 01 Oct 2006
WHO'S YOUR DADDY STYLE WITH AUTHORITY & Design	Vietnam	4200517576 23 Dec 2005	115043 01 Dec 2008
THE KING OF ENERGY	Vietnam	420517577 23 Dec 2005	107562 19 Aug 2008

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of Orange

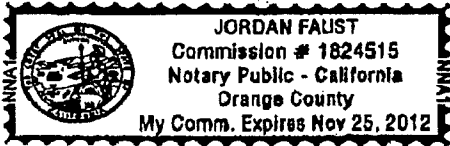
On 1/11/2010 before me, Jordan Faust Notary Public
Date Here Insert Name and Title of the Officer

personally appeared Michael Robert Dunn
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person whose name ~~(s)~~ subscribed to the within instrument and acknowledged to me that ~~he~~ ~~they~~ executed the same in ~~his~~ ~~her~~ or authorized capacity ~~(s)~~, and that by ~~his~~ ~~her~~ 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.



Place Notary Seal and/or Stamp Above

Signature: Jordan Faust
Signature of Notary Public

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: _____ Signer's Name: _____

Corporate Officer — Title(s): _____ Corporate Officer — Title(s): _____

Individual Individual

Partner — Limited General Partner — Limited General

Attorney in Fact Attorney in Fact

Trustee Trustee

Guardian or Conservator Guardian or Conservator

Other: _____ Other: _____

Signer Is Representing: _____ Signer Is Representing: _____

