

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                       |                          |
|-----------------------|--------------------------|
| SUBMISSION TYPE:      | NEW ASSIGNMENT           |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT |
| EFFECTIVE DATE:       | 12/01/2009               |

**CONVEYING PARTY DATA**

| Name           | Formerly | Execution Date | Entity Type             |
|----------------|----------|----------------|-------------------------|
| Formation Inc. |          | 01/01/2010     | CORPORATION: CALIFORNIA |

**RECEIVING PARTY DATA**

|                 |                                       |
|-----------------|---------------------------------------|
| Name:           | Formation Brands, LLC                 |
| Street Address: | 1000 Cherry Avenue, Suite 140         |
| City:           | San Bruno                             |
| State/Country:  | CALIFORNIA                            |
| Postal Code:    | 94066                                 |
| Entity Type:    | LIMITED LIABILITY COMPANY: CALIFORNIA |

**PROPERTY NUMBERS Total: 5**

| Property Type        | Number   | Word Mark |
|----------------------|----------|-----------|
| Registration Number: | 3295620  | STEMOLOGY |
| Serial Number:       | 77044322 | SWIZZLE   |
| Registration Number: | 3437230  | SLANT     |
| Registration Number: | 3437238  | SLANT     |
| Registration Number: | 3427903  | STIR      |

**CORRESPONDENCE DATA**

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**CH \$140.00 3295620**

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|--|----------------|
| ATTORNEY DOCKET NUMBER:  | 830.01         |
| NAME OF SUBMITTER:   | Todd A. Noah   |
| Signature:   | /Todd A. Noah/ |
| Date:  | 02/23/2010     |
| Total Attachments: 2<br>source=Nunc Pro Tunc Trademark Assignment - Formation Inc. to Formation Brands LLC#page1.tif<br>source=Nunc Pro Tunc Trademark Assignment - Formation Inc. to Formation Brands LLC#page2.tif |                |

**NUNC PRO TUNC TRADEMARK ASSIGNMENT**

WHEREAS, Formation Inc., a corporation of the state of California having a business address at 1000 Cherry Avenue, Suite 140, San Bruno, California, 94066, (hereinafter referred to as "Assignor") is the owner of the trademark application and registrations identified on the attached Schedule A ("the Trademarks"); and,

WHEREAS, Formation Brands, LLC, a limited liability company organized under the laws of the state of California having a business address at 1000 Cherry Avenue, Suite 140, San Bruno, California, 94066, (hereinafter referred to as "Assignee"), desires to acquire all right, title and interest in and to the Trademarks and the goodwill associated therewith;

NOW, THEREFORE, effective and binding *nunc pro tunc* as of December 1, 2009, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer and convey to Assignee all right, title and interest in and to the Trademarks and the registrations issuing therefore, together with the goodwill of the business associated with the Trademarks and the portion of the business to which the Trademarks pertain, and all causes of action relating thereto.

IN WITNESS WHEREOF, the Assignor has caused this Trademark Assignment to be executed on this 1 day of Jan, 2010.

FORMATION INC.

By: 

Name: Mark Tower

Title: President  
Formation Inc.

**SCHEDULE A**

**U.S. Federal Trademark Applications and Registrations**

| <b>Trademark</b>   | <b>Application No.</b> | <b>Filing Date</b> | <b>Registration No.</b> | <b>Registration Date</b> |
|--------------------|------------------------|--------------------|-------------------------|--------------------------|
| STEMOLOGY          | 78/870,083             | 4/26/2006          | 3,295,620               | 9/18/2007                |
| SWIZZLE            | 77/044,322             | 11/15/2006         |                         |                          |
| SLANT              | 77/136,294             | 3/21/2007          | 3,437,230               | 5/27/2008                |
| SLANT (and Design) | 77/138,100             | 3/22/2007          | 3,437,238               | 5/27/2008                |
| STIR               | 77/198,376             | 6/5/2007           | 3,427,903               | 5/13/2008                |