

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
Ben Weiss		03/17/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	BAI Brands LLC		
Street Address:	150 Neil Court		
City:	Princeton		
State/Country:	NEW JERSEY		
Postal Code:	08540		
Entity Type:	LIMITED LIABILITY COMPANY: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77752133	BAI	
CORRESPONDENCE DATA			
Fax Number:	(949)760-9502		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-551-3450		
Email:	efiling@kmob.com		
Correspondent Name:	Jonathan A. Hyman, Esq.		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 2:	c/o Knobbe Martens		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	BAI.001T		
NAME OF SUBMITTER:	Jonathan A. Hyman		
Signature:	/jhh/		
Date:	03/19/2010		

OP \$40.00 77752133

Total Attachments: 1
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TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the 17 day of March, 2010, by and between Ben Weiss, an individual residing in Princeton, New Jersey (hereinafter referred to as "ASSIGNOR"), and BAI Brands LLC., a New Jersey limited liability company, having a place of business at 150 Neil Court, Princeton, New Jersey 08540 (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used, is using, and is, to the best of his knowledge and belief, the owner of the trademark BAI, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter referred to as "Trademark") worldwide;

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademark and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of the U.S. Trademark Application Serial No. 77/752,133 relating to the Trademark (hereinafter referred to as "Application");

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks and Application;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title and interest as ASSIGNOR may possess in and to the Trademark and the Application; and any and all other rights appurtenant thereto, including but not limited to, any and all common law rights, causes of action, the right to recover for past infringement, certain tangible assets which are indicia of the goodwill of the Trademark, and all other associated goodwill, which is ongoing and existing.

ASSIGNOR

Ben Weiss

By: 

Name: Ben Weiss

Title: PRESIDENT

Date: 3/17/10

ASSIGNEE

BAI Brands LLC

By: 

Name: _____

Date: 3/17/10

Ben Weiss/President

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