

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
CALIFORNIA DREAM CO., INC.		03/30/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	JEUNG SUK LEE		
Street Address:	65 TRAILWOOD		
City:	IRVINE		
State/Country:	CALIFORNIA		
Postal Code:	92620		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3710817	PINK ICE	
CORRESPONDENCE DATA			
Fax Number:	(714)249-4778		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	714-523-8100		
Email:	mchung@envision-legal.com		
Correspondent Name:	Melvin L. Chung, Esq.		
Address Line 1:	6281 Beach Blvd.		
Address Line 2:	Suite 125		
Address Line 4:	Buena Park, CALIFORNIA 90621		
ATTORNEY DOCKET NUMBER:	PINK ICE TM ASSIGNMENT		
NAME OF SUBMITTER:	Melvin L. Chung		
Signature:	/Melvin L. Chung/		
Date:	03/30/2010		

OP \$40.00 3710817

Total Attachments: 2

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TRADEMARK ASSIGNMENT AGREEMENT

This Assignment ("Assignment") is entered into and made effective as of this date of March 1, 2010 by and between CALIFORNIA DREAM CO., INC., a California corporation ("ASSIGNOR"), and JEUNG SUK LEE, an individual ("ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademarks (the "Marks") and other intellectual property ("the Property") as described in Exhibit "A" attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods and services on which the Marks are used.

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks and the Property, which include all of its statutory and common law rights thereto.

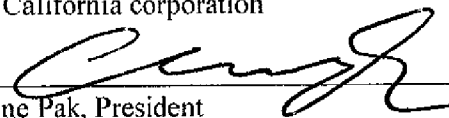
ASSIGNOR hereby covenants and represents that: (a) it is the rightful owner of the Marks and all related intellectual property thereto; (b) it has not sold or transferred the marks to any third party; (c) it has the authority to enter into this Assignment Agreement; and (d) it has no reason to believe that the Marks have been taken from any third party without authorization.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks and the Property, together with (1) the goodwill of the business relating to the goods and services on which the Marks are used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, any compensation or damages payable by third parties for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

CALIFORNIA DREAM CO., INC.
A California corporation

By


June Pak, President

ASSIGNEE ACCEPTS THIS ASSIGNMENT:



Jeung Suk Lee
65 Trailwood
Irvine, CA 92620

EXHIBIT "A"
TO THE TRADEMARK ASSIGNMENT AGREEMENT

The following trademarks, service marks, other Property, and all intellectual property rights related thereto are assigned, conveyed, transferred, and contributed by CALIFORNIA DREAM CO., INC. ("ASSIGNOR") to JEUNG SUK LEE ("ASSIGNEE") pursuant to the Assignment Agreement of March 1, 2010:

1. Trademarks and Service Marks:

Mark	Type	Registration No.	Registration Date	Application Date
Pink Ice	USPTO Service Mark	2,927,698	02/22/2005	02/12/2002
Pink Ice	USPTO Trademark	3,710,817	11/17/2009	10/11/2006
Pink Ice	Common Law Trademark	Common Law Trademark	Date of First Use 03/29/2002	N/A

2. Other Property:

Property	Type	Registrar	Host
pinkice.com	(1) Domain name, Uniform Resource Locator, and all rights and title thereto.; and (2) Website, all content, images, photographs, and all rights and title thereto.		
pinkicestore.com	(1) Domain name, Uniform Resource Locator, and all rights and title thereto.; and (2) Website, all content, images, photographs, and all rights and title thereto.		
pinkicestore@yahoo.com	Internet email address, and all rights and title thereto.	yahoo.com	yahoo.com
twitter.com/pinkicestore	Social networking	Twitter.com	Twitter.com
myspace.com/pinkicestores	Social networking	Myspace.com	Myspace.com
facebook.com/pinkice	Social networking	Facebook.com	Facebook.com