

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
CLICHe SAS		05/03/2010	CORPORATION: FRANCE
RECEIVING PARTY DATA			
Name:	Chomp, Inc.		
Street Address:	225 S. Aviation		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	76331575	CLICHE	
Serial Number:	76339519	E	
CORRESPONDENCE DATA			
Fax Number:	(714)513-5130		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	714.513.5100		
Email:	uspto-tm-oc@sheppardmullin.com		
Correspondent Name:	Sheppard Mullin Richter & Hampton LLP		
Address Line 1:	650 Town Center Drive		
Address Line 2:	Fourth Floor		
Address Line 4:	Costa Mesa, CALIFORNIA 92626		
ATTORNEY DOCKET NUMBER:	0XJT-068449		
NAME OF SUBMITTER:	Terry Contreras		
Signature:	/tc/		

CH \$65.00 76331575

Date:

05/07/2010

Total Attachments: 2

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ASSIGNMENT OF RIGHTS

THIS ASSIGNMENT OF RIGHTS (the "Assignment") is made effective as of July 1, 2009 by CLICHÉ SAS, a corporation organized under the laws of France, with a principal place of business at 29 rue F. de Pressense, Villeurbanne 69100 France ("Assignor") in favor of Chomp, Inc., a California corporation with a principal place of business at 225 S. Aviation, El Segundo California 90245 ("Assignee").

WHEREAS, Assignor desires to transfer to Assignee all right, title and interest in and to the trademark registrations, which are set forth on Exhibit "A" hereto, and any copyrights related thereto, and all common law rights created from the use or license of those trademarks by Assignor, its Affiliates, and licensees (collectively, the "Rights");

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to the Assignee all right, title and interest in and to the Rights, together with all goodwill of the business in relation to which such Rights are used, including all rights, privileges and advantages thereto including without limitation, the right to take proceedings and recover damages and obtain all other remedies in respect of past infringements thereof. Assignor further agrees to execute any further documents and take any reasonable actions which may be required to transfer and effect a valid recordation of this Assignment.


IN WITNESS WHEREOF, the undersigned has caused this Assignment to be executed as of the date and year first above written.

ASSIGNOR:

ASSIGNEE:

CLICHÉ SAS,
a French corporation

Chomp, Inc.,
a California corporation

By: 
Name: Jean-Marc PAMBET
Date: May 03, 2010

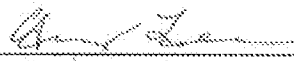





By: 
Name: Audrey Lee
Date: May 7, 2010

Exhibit A

Trademark	Country	Class(es)	Serial No./Application No.	Reg. No.
CLICHÉ	Australia	28	934643	934643
CLICHÉ	Canada	28	1202189	TMA 652407
CLICHÉ	France	25, 28	013125095	013125095
CLICHÉ	International Registration	25, 28	781204	781204
	<u>Countries covered by International Registration:</u>			
	Austria			
	Benelux			
	Czech Republic			
	Denmark			
	Finland			
	Germany			
	Italy			
	Norway			
	Romania			
	Russian Federation			
	Slovakia			
	Slovenia			
	Spain			
	Sweden			
	Switzerland			
	Ukraine			
	United Kingdom			
CLICHÉ	Japan	25, 28	2001-090083	4599003
CLICHÉ	United Kingdom	25	1518072	1518072
CLICHÉ	USA	25, 28	76/331,575	2,754,022
	Canada	25, 28	1248052	TMA 666124
	France	25, 28	013128875	013128875
	International Registration	25, 28	781487	781487
	<u>Countries covered by International Registration:</u>			
	Austria			
	Benelux			
	Czech Republic			
	Denmark			
	Finland			
	Germany			
	Italy			
	Norway			
	Romania			
	Russian Federation			
	Slovakia			
	Slovenia			
	Spain			
	Sweden			
	Ukraine			
	United Kingdom			
	Japan	25, 28	2001-096588	4594204
	USA	25, 28	76/339,519	2,809,113