

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
Applied Sewing Resources, Inc.		08/23/2003	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	KIVA Designs, Inc.		
Street Address:	1350 Hayes Street		
Internal Address:	Suite C16		
City:	Benicia		
State/Country:	CALIFORNIA		
Postal Code:	94510		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1733052	KIVA	
CORRESPONDENCE DATA			
Fax Number:	(925)288-9731		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9252889729		
Email:	hadvbaxen@earthlink.net		
Correspondent Name:	Charles L. Thoeming		
Address Line 1:	1390 Willow Pass Road		
Address Line 2:	Suite 1020		
Address Line 4:	Concord, CALIFORNIA 94520		
ATTORNEY DOCKET NUMBER:	12189		
NAME OF SUBMITTER:	Charles L. Thoeming		
Signature:	/Charles L. Thoeming/		

OP \$40.00 1733052

Date:

05/13/2010

Total Attachments: 1

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into effective August 23, 2003, by APPLIED SEWING RESOURCES, INC., a California corporation ("Assignor"), in favor of KIVA DESIGNS, INC., a California corporation ("Assignee").

WHEREAS, Assignor is the owner of the design plus words, letters, and/or numbers mark "KIVA" (the "Mark") which is registered in the United States Patent and Trademark Office as Registration No. 1,733,052 dated November 17,1992; and

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Mark, and any registrations which may issue thereon, throughout the world.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, the registrations therefor and all claims for damages arising out of or relating to past or continuing infringements thereof, if any, with the right to sue for and collect such damages.

Assignor hereby covenants that it has full right, power and authority and has been duly authorized to convey the right, title and interest herein assigned, and that it has not and will not execute any agreement in conflict herewith. Assignor further covenants that, when requested, it will, without charge to Assignee, execute all documents and take all such further actions as may be necessary, desirable or convenient to enable Assignee to obtain, maintain and enforce its rights and interest in and to the Mark in any and all countries.

APPLIED SEWING RESOURCES, INC.,
a California corporation

By: 
Name: TOM KOENIG
Its: PRESIDENT