

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
SMASH, INC.		05/12/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	SMASH MEN'S, INC.		
Street Address:	4801 STAUNTON AVENUE		
City:	LOS ANGELES		
State/Country:	CALIFORNIA		
Postal Code:	90058		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75370836	SMASH	
CORRESPONDENCE DATA			
Fax Number:	(626)577-8800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	626-795-9900		
Email:	pto@cph.com		
Correspondent Name:	CHRISTIE, PARKER & HALE, LLP		
Address Line 1:	P.O. BOX 7068		
Address Line 4:	PASADENA, CALIFORNIA 91109-7068		
ATTORNEY DOCKET NUMBER:	31472/S801/ERS		
NAME OF SUBMITTER:	Edward R. Schwartz		
Signature:	/Edward R. Schwartz/		
Date:	05/13/2010		

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Total Attachments: 1
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TRADEMARK

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WHEREAS, SMASH, INC., a California Corporation, ("ASSIGNOR" herein), has used and is the owner of the following mark and registration.

<u>Mark</u>	<u>Serial No.</u>	<u>Filed</u>	<u>Docket No.</u>
SMASH	75/370,836	October 9, 1997	31472/S801


WHEREAS, SMASH MEN'S, INC., a California Corporation, having a place of business at 4801 Staunton Avenue, Los Angeles, California 90058 ("ASSIGNEE" herein), desires to acquire said mark and the said registration.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to said mark and the said registration, and all rights and privileges pertaining to said mark and registration, together with the goodwill of the business symbolized by the mark.

ASSIGNOR further agrees that it shall render all reasonable assistance to ASSIGNEE, and will, from time-to-time, execute all instruments and documents necessary to maintain, preserve or protect the mark and said registration, and to perfect the record title of ASSIGNEE in and to said mark and said registration.

SMASH, INC.

Date May 12, 2010

By 
[NAME] SIAMAK OKHOVAT
[TITLE] VICE PRESIDENT