

# 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
Mr. Bassam Abdallah		05/18/2010	INDIVIDUAL: FRANCE
RECEIVING PARTY DATA			
Name:	Equus World, Inc.		
Street Address:	39555 Orchard Hill Place, Ste. 370		
City:	Novi		
State/Country:	MICHIGAN		
Postal Code:	48375		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	77643813	REINCARNATION	
Serial Number:	77676136	MR-EQUUS	
Serial Number:	77626711	UNIQUEUS	
Serial Number:	77676923	M.R. MAHARAJAH OF THE ROAD	
CORRESPONDENCE DATA			
Fax Number:	(248)735-0444		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	248-735-4985		
Email:	jziety@borda-lorenz.com		
Correspondent Name:	Borda Lorenz PC (Att. James Ziety)		
Address Line 1:	39555 Orchard Hill Place, Suite 370		
Address Line 4:	Novi, MICHIGAN 48375		
ATTORNEY DOCKET NUMBER:	EQUUS 052810-1		
NAME OF SUBMITTER:	James P. Ziety		

OP \$115.00 77643813

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TRADEMARK  
 REEL: 004215 FRAME: 0014

Signature:	/james ziety/
Date:	05/28/2010
Total Attachments: 1 source=Executed Assignment of Trademark Abdallah#page1.tif	

## ASSIGNMENT OF TRADEMARK

This agreement entered this 18th of May, 2010 between Bassam Abdallah , of 27, Rue Robert de Flers, 75015 Paris, France, herein referred to as "Assignor", and Equus World, Inc., a Delaware corporation, with offices located at 39555 Orchard Hill Place, Suite 370, Novi, Michigan 48375, herein referred to as "Assignee".

That Assignor has filed trademark registrations for five trademarks with the United States Patent and Trademark Office as follows:

Serial Number 77/643813 (REINCARNATION)

Serial Number 77/676136 (MR-EQUUS)(MR [MAHARAJAH OF THE ROAD])

Serial Number 77/626711 (UNIQUUS)

Serial Number 77/676923 and 77/676055 (MR [MAHARAJAH OF THE ROAD])

and Assignee is desirous of acquiring such marks and the registrations thereof.

That for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all rights, title and interest in and to said mark, the goodwill of the business symbolized by said mark, along with the applications and future registration thereof, the number of which is contained herein.

Date

18/05/2010

Bassam Abdallah

TRADEMARK

RECORDED: 05/28/2010

REEL: 004215 FRAME: 0016