

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Joe Ernest BROWN		06/30/2010	Assignor: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	COGNATE3 LLC		
<b>Composed Of:</b>	COMPOSED OF Suzannah Roberts		
<b>Doing Business As:</b>	DBA COGNATE3 LLC		
<b>Street Address:</b>	218 Main Street		
<b>Internal Address:</b>	Suite 287		
<b>City:</b>	Kirkland		
<b>State/Country:</b>	WASHINGTON		
<b>Postal Code:</b>	98033		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: WASHINGTON		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	76697473	GO-JUICE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(425)576-4236		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(425) 576-4235		
Email:	swanger@patentnetworks.com		
Correspondent Name:	Jeffrey J. King, Esq.		
Address Line 1:	5000 Carillon Point		
Address Line 2:	Suite 400		
Address Line 4:	Kirkland, WASHINGTON 98033		
ATTORNEY DOCKET NUMBER:	CGNT-05TM		
NAME OF SUBMITTER:	Jeffrey J. King, Esq.		

OP \$40.00 76697473

**900166225**

**TRADEMARK**  
**REEL: 004236 FRAME: 0821**

Signature:	/Jeffrey J. King/
Date:	07/03/2010
Total Attachments: 3 source=CGNT05TMASGN07032010#page1.tif source=CGNT05TMASGN07032010#page2.tif source=CGNT05TMASGN07032010#page3.tif	

## ASSIGNMENT OF U.S. AND FOREIGN TRADEMARK RIGHTS

In consideration of the payment by **ASSIGNEE** to **ASSIGNOR** of good and valuable consideration the adequacy and receipt of which are hereby acknowledged; and

WHEREAS **ASSIGNOR** is the owner of all right, title and interest in and to the Trademarks and the corresponding registrations and/or applications for registration identified on **Exhibit No. 1**, together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, **ASSIGNEE** desires to acquire all right, title and interest in and to the Trademarks,

**ASSIGNOR** Joe Ernest BROWN, residing at 121 Stanford Court – Grass Valley, CA 95945 – USA, and a citizen of the United States of America;

hereby sells, assigns, and transfers to:

**ASSIGNEE, COGNATE 3, LLC**, having a principal place of business at 218 Main Street, Suite 287, Kirkland, WA 98033, and a juristic entity of King County, State of Washington (USA), and the successors, assigns, and legal representatives of the Assignee, the entire right, title, and interest in the United States and in all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks listed on Exhibit No. 1 (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), the same to be held and enjoyed by as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

**ASSIGNOR** authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registration and/or application for registration of the Trademarks listed on Exhibit No. 1 to Assignee as Assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademarks listed on Exhibit No. 1.

ASSIGNOR: Joe Ernest BROWN

Signature: \_\_\_\_\_

Title: Owner/Applicant

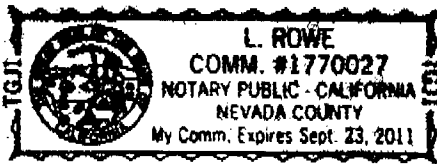
Dated this 30 day of June, 2010.

NOTARIAL CERTIFICATION

STATE OF CALIFORNIA )  
  ) ss.  
COUNTY OF NEVADA )

I certify that I know or have satisfactory evidence that Joe Ernest BROWN is the person who appeared before me, and said person acknowledged that HE signed this instrument and acknowledged it to be a free and voluntary act for the uses and purposes mentioned in the instrument.

Dated this 30 day of June, 2010.



\_\_\_\_\_  
Signature of Notary

L. Rowe  
\_\_\_\_\_  
Print or stamp name of Notary

NOTARY PUBLIC in and for the State of CA, residing at Grass Valley

My Appointment Expires: 9-23-2011.

- CGNT-04TM - MAX LYTE
- CGNT-05TM - GO-JUICE
- CGNT-06TM - MAX AMP
- CGNT-07TM - E-BANK

**EXHIBIT NO. 1**

1. E-BANK Trademark Serial No. 76692115  
File Date: August 18, 2008  
Date Allowed: May 25, 2010
2. GO-JUICE Trademark Serial No. 76697473  
File Date: May 18, 2009  
Date Allowed: December 22, 2009
3. MAX AMP Trademark Serial No. 76697469  
File Date: May 18, 2009  
Date Allowed: June 8, 2010
4. MAX LYTE Trademark Serial No. 76697474  
File Date: May 18, 2009  
Date Allowed: January 26, 2010