

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
PAUL DAVRIL, INC.		08/11/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	MICHA LLC		
Street Address:	4567 Maywood Avenue		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90058		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2872683	CONCRETE	
CORRESPONDENCE DATA			
Fax Number:	(213)687-0498		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(213) 787-2500		
Email:	kwuerfel@cblh.com		
Correspondent Name:	Billy A. Robbins		
Address Line 1:	333 South Grand Avenue		
Address Line 2:	Suite 2300		
Address Line 4:	Los Angeles, CALIFORNIA 90071		
ATTORNEY DOCKET NUMBER:	70186-00016		
NAME OF SUBMITTER:	Billy A. Robbins		
Signature:	/Billy A. Robbins/		
Date:	08/11/2010		

OP \$40.00 2872683

Total Attachments: 2

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ASSIGNMENT

WHEREAS, PAUL DAVRIL, INC., a California corporation, (hereinafter referred to as Assignor), has adopted and is using the trademark CONCRETE (the Mark) in the United States and has registered said Mark in the United States Patent and Trademark Office, Registration No. 2,872,683 on August 10, 2004, and

WHEREAS, MICHAEL LLC, a California Limited Liability Company (hereinafter referred to as Assignee) desires to acquire the Mark and the goodwill of the business associated with the Mark and the registration thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign and transfer to the Assignee the entire right, title, and interest in and to the registration for said Mark and all of its right, title, and interest in and to said Mark together with the goodwill of the business symbolized by the Mark and the registration thereof, and all other rights which Assignor has enjoyed thereunder both in the United States and throughout all countries of the world, including any and all rights of recovery based on past infringement of said Mark and/or registration, the same to be held and enjoyed by the Assignee, its successors, and assigns forever and to the full end of the terms for which said Mark is registered and any renewals of the terms thereof;

AND FOR THE SAME CONSIDERATION, the Assignor also hereby covenants and agrees that, at the time of execution and delivery of these presents, the Assignor is the sole and lawful owner of the entire right, title, and interest in and to the said registration, and believes it is the sole and lawful owner of the entire right, title, and interest in and to said Mark and said goodwill associated therewith and that the same are unencumbered and that the Assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth;

AND FOR THE SAME CONSIDERATION, the Assignor hereby covenants and agrees that the Assignor will, whenever counsel of the Assignee or the counsel of its successors, legal representatives, and assigns shall advise that it is lawful and desirable, sign all papers and documents, deliver necessary documents including original registration certificates, if available, take all lawful oaths, execute separate confirmatory assignments, and do all acts reasonably necessary or desirable to be done for the procurement, maintenance, enforcement, and defense of said Mark and registration thereof without charge to the Assignee, its successors, legal representatives, and assigns, other than reasonable costs and expenses incurred by the Assignor or any of its employees, agents, and representatives in connection with the foregoing actions.

Date: 8-11-2010

PAUL DAVRIL, INC.

Michel Harouche

By: Michel Harouche
Title: President

UNITED STATES OF AMERICA
STATE OF CALIFORNIA)

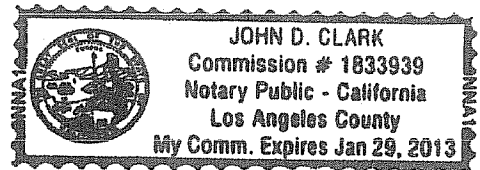
COUNTY OF Los Angeles) ss:

On August 11, 2010 before me, John D. Clark, Notary Public personally appeared Michel Harouche and proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: John D. Clark



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