

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
Michael Cohen		08/16/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Arrant Designs LLC		
Street Address:	66 Denton Road		
City:	Wellesley		
State/Country:	MASSACHUSETTS		
Postal Code:	02482		
Entity Type:	LIMITED LIABILITY COMPANY: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3832832	ORGANIC BEACH	
CORRESPONDENCE DATA			
Fax Number:	(978)246-0256		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	978-823-0008		
Email:	uspto@clocktowerlaw.com		
Correspondent Name:	Clock Tower Law Group		
Address Line 1:	2 Clock Tower Place, Suite 255		
Address Line 4:	Maynard, MASSACHUSETTS 01754		
ATTORNEY DOCKET NUMBER:	10.0769		
NAME OF SUBMITTER:	Erik J. Heels		
Signature:	/erikjheels/		
Date:	09/14/2010		

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Total Attachments: 1

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TRADEMARK
REEL: 004277 FRAME: 0925

Assignment of Trademark

WHEREAS:

**Michael Cohen
1501 Ocean Avenue #2412
Ashbury Park, NJ 07712
United States**

(hereinafter "Assignor") has used the **ORGANIC BEACH** trademark(s) (hereinafter referred to as "the Mark(s)"), registered in the United States Patent and Trademark Office, Reg. No. 3,832,832, and WHEREAS:

**Arrant Designs LLC (a Massachusetts company)
66 Denton Road
Wellesley, MA 02482
United States**

(hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the Mark(s) and the registration therefor, together with the goodwill of the business in connection with which the Mark(s) are used and which is symbolized by the Mark(s), along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to the Mark(s) and the registration therefor for the United States and throughout the world together with the goodwill of the business in connection with which the Mark(s) are used and which are symbolized by the Mark(s), along with the right to recover for damages and profits for past infringements thereof. Assignor agrees to execute and deliver at the request of the assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Mark(s) in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.


2010-08-16
By: **Michael Cohen**, Assignor