

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Mindless Products, LLC		10/22/2010	LIMITED LIABILITY COMPANY: NEW YORK

RECEIVING PARTY DATA

Name:	Cognitive Science LLC
Street Address:	410 East Upland Road
City:	Ithaca
State/Country:	NEW YORK
Postal Code:	14850
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	77804890	BETTER LIVING THROUGH LESS THINKING
Serial Number:	77827348	HARA HACHI BU
Serial Number:	77849781	HARA HACHI BU
Serial Number:	77978271	MINDLESS
Serial Number:	77827358	MINDLESS
Serial Number:	77744025	MINDLESS
Serial Number:	77732330	THINWARE
Serial Number:	77735984	

CORRESPONDENCE DATA

Fax Number: (315)425-9114
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 315-425-9000
 Email: aseuple@cny-iplaw.com
 Correspondent Name: James R. Muldoon

CH \$215.00 77804890

Address Line 1: 250 South Clinton Street
Address Line 2: Suite 300
Address Line 4: Syracuse, NEW YORK 13202

ATTORNEY DOCKET NUMBER:	1582_000
NAME OF SUBMITTER:	James R. Muldoon
Signature:	/James R. Muldoon/
Date:	10/22/2010

Total Attachments: 1
source=Change of Company Name - Filed 10-22-10#page1.tif

Company name changed from:

Mindless Products, LLC

To:

Cognitive Science LLC

Per Trademark rules, no supporting document is required.