

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		11/01/2010	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: 6			
Property Type	Number	Word Mark	
Serial Number:	77904511	CHANGE YOUR HABITS TO CHANGE YOUR LIFE	
Serial Number:	77914856	MINDLESS EATING TRANSFORMATION	
Serial Number:	77905177	MINDLESS MARGIN	
Serial Number:	77904502	MINDLESS METHOD	
Serial Number:	77914839	STOP MINDLESS EATING	
Serial Number:	77942716	THE POWER OF MINDLESS THINKING	
CORRESPONDENCE DATA			
Fax Number:	(315)425-9114		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	315-425-9000		
Email:	asemple@cny-iplaw.com		
Correspondent Name:	James R. Muldoon		
Address Line 1:	250 South Clinton Street		
Address Line 2:	Suite 300		
Address Line 4:	Syracuse, NEW YORK 13202		

CH \$165.00 77904511

TRADEMARK

900175371

REEL: 004307 FRAME: 0884

ATTORNEY DOCKET NUMBER:	1582 W 000
NAME OF SUBMITTER:	James R. Muldoon
Signature:	/James R. Muldoon/
Date:	11/01/2010
Total Attachments: 1 source=Change of Company Name - Filed 11-1-10#page1.tif	

Company name changed from:

Mindless Products, LLC

To:

Cognitive Science LLC

Per Trademark rules, no supporting document is required.