

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Mindless Products, LLC		12/17/2010	LIMITED LIABILITY COMPANY: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cognitive Science LLC		
<b>Street Address:</b>	410 East Upland Road		
<b>City:</b>	Ithaca		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	14850		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77691067	HARA HACHI BU	
<b>Serial Number:</b>	77934897	MINDLESS	
<b>Serial Number:</b>	77849751	KEEP THE CHANGE	
<b>Serial Number:</b>	77849774	THE BEST DIET IS THE ONE YOU DON'T KNOW YOU'RE ON	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(315)425-9114		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	315-425-9000		
<b>Email:</b>	asample@cny-iplaw.com		
<b>Correspondent Name:</b>	James R. Muldoon		
<b>Address Line 1:</b>	250 South Clinton Street		
<b>Address Line 2:</b>	Suite 300		
<b>Address Line 4:</b>	Syracuse, NEW YORK 13202		
<b>ATTORNEY DOCKET NUMBER:</b>	1582T010.02		

OP \$1115.00 77691067

**900179540**

**TRADEMARK  
 REEL: 004439 FRAME: 0392**

NAME OF SUBMITTER:	James R. Muldoon
Signature:	/James R. Muldoon/
Date:	12/22/2010
Total Attachments: 1 source=Change of Company Name - Filed 12-22-10#page1.tif	

Company name changed from:

Mindless Products, LLC

To:

Cognitive Science LLC

Per Trademark rules, no supporting document is required.