

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
Aiya America, Inc.		11/30/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Aiya Company Limited		
Street Address:	2291 W. 205th Street		
Internal Address:	Unit 104		
City:	Torrance		
State/Country:	CALIFORNIA		
Postal Code:	90501		
Entity Type:	COMPANY: JAPAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3551959	AIYA CEREMONIAL GREEN TEA SINCE 1888	
Registration Number:	3317391	MUZI	
CORRESPONDENCE DATA			
Fax Number:	(310)820-5988		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	310-207-3800		
Email:	janet_gass@bstz.com, tm_filings@bstz.com		
Correspondent Name:	Norman Zafman, Esq.		
Address Line 1:	12400 Wilshire Boulevard		
Address Line 2:	Suite 700		
Address Line 4:	Los Angeles, CALIFORNIA 90025-1040		
ATTORNEY DOCKET NUMBER:	008999.T001		
NAME OF SUBMITTER:	Norman Zafman, Esq.		

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TRADEMARK
REEL: 004461 FRAME: 0942

Signature:	/Norman Zafman/
Date:	01/27/2011
Total Attachments: 3 source=AIYAassignment#page1.tif source=AIYAassignment#page2.tif source=AIYAassignment#page3.tif	

ASSIGNMENT OF TRADEMARKS

AND

THE UNITED STATES AND CANADIAN REGISTRATIONS THEREOF

WITNESSETH

WHEREAS, Aiya America, Inc., a corporation formed under the laws of the State of California, having a principal place of business at 2291 W. 205th Street, Unit 104, Torrance, California 90501 (hereinafter "ASSIGNOR"), acquired, adopted and used and, thereby, owns all rights, title and interests in and to the trademarks and the United States and Canadian Registrations thereof identified in Exhibit A attached hereto and, by this reference, incorporated into and made a part of this instrument (hereinafter the "Marks" and "Registrations," respectively), along with the goodwill of the businesses appurtenant to the Marks; and

WHEREAS, Aiya Company Limited, a Japanese company doing business in the United States, having a principal place of business in the United States at 2291 W. 205th Street, Unit 104, Torrance, California 90501 (hereinafter "ASSIGNEE"), is desirous of acquiring the entirety of ASSIGNOR's rights, title and interests in and to the Marks and Registrations identified in said Exhibit A and the attendant goodwill associated with the Marks, and ASSIGNOR is willing to assign the same to ASSIGNEE;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, ASSIGNOR does hereby unconditionally and without limitations of any kind sell, assign, convey and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the entirety of its rights, title and interests in and to the Marks and Registrations identified in said Exhibit A, and the attendant goodwill associated with the Marks, the same to vest in ASSIGNEE immediately.

It is understood and agreed by ASSIGNOR that the foregoing assignment includes any and all claims and causes of action held by ASSIGNOR against third parties for past or present infringements of the Marks, or either of them, with the attendant right to sue for and recover damages for such infringements, the same to be retained by ASSIGNEE for its own use and benefit.

ASSIGNOR hereby agrees that ASSIGNEE shall have the right to record this instrument of assignment with the United States Patent and Trademark Office, and with the Office of the Canadian Registrar of Trademarks, so as to establish ASSIGNEE as owner of record of the Marks and its corresponding Registrations in the United States and Canada.

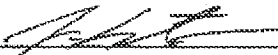
ASSIGNOR further agrees, at the reasonable request of ASSIGNEE and without charge or cost to ASSIGNEE, to (i) execute and have executed any and all further documents of any kind whatsoever; (ii) provide whatever information may be required to carry out the

terms and intent of this instrument of assignment; and (iii) fully cooperate with ASSIGNEE, as reasonably required, to enable ASSIGNEE to duly record this instrument of assignment with the United States Patent and Trademark Office and the Canadian Intellectual Property Office, whereby ASSIGNEE's ownership of the Marks and Registrations can be duly made of record in the United States and Canada.

IN WITNESS WHEREOF, ASSIGNOR has caused this instrument of assignment to be executed on the date indicated below.



Dated: November 30th, 2010

AIYA AMERICA, INC.
("ASSIGNOR")

By: 

Fumi Susita General Manager
Print Name/Title

UNITED STATES REGISTRATIONS

Trademark	Registration No. and Classes	Registration Date
	<p align="center">3,551,959 International Classes 21 and 30</p>	December 23, 2008
<p align="center">MUZI & Design</p> 	<p align="center">3,317,391 International Classes 30 and 43</p>	October 23, 2007

CANADIAN REGISTRATIONS



Trademark	Registration No.	Registration Date
	TMA703612	December 19, 2007
<p align="center">MUZI & Design</p> 	TMA675835	October 31, 2006

EXHIBIT A

NZ/jg

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