

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Boast, Inc.		05/11/2010	CORPORATION: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Branded Boast, LLC		
<b>Street Address:</b>	3820 Investment Lane		
<b>City:</b>	Riviera Beach		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33404		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1403212		
<b>Registration Number:</b>	1399641	BOAST	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(973)989-1095		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	9173010933		
<b>Email:</b>	alexander.tiger@boastusa.com		
<b>Correspondent Name:</b>	Alexander E. Tiger, Esq.		
<b>Address Line 1:</b>	15 Cliffside Lane		
<b>Address Line 4:</b>	Green Pond, NEW JERSEY 07435		
<b>NAME OF SUBMITTER:</b>	Alexander E. Tiger		
<b>Signature:</b>	/AET/		
<b>Date:</b>	02/01/2011		
Total Attachments: 3			

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**TRADEMARK  
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## ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS (this "Assignment") made as of this \_\_\_ day of [\_\_\_\_], 2010, by Boast, Inc., a Florida corporation ("Assignor"), to Branded Boast, LLC, a Delaware limited liability company ("Assignee"). All capitalized terms not defined herein shall have the meanings ascribed to them in the Acquisition Agreement by and between Assignor and Assignee dated as of the date hereof (the "Agreement").

Pursuant to the Agreement, Assignor has agreed to sell to Assignee, and Assignee has agreed to buy from Assignor, the Purchased Assets, which include those Trademarks set forth on Schedule A attached hereto (collectively, the "Assigned Trademarks"). Pursuant to the Agreement, Assignor has agreed to execute this Assignment.

NOW, THEREFORE, for and in consideration of the mutual covenants contained herein and in the Agreement and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over unto Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under the Assigned Trademarks, together with the goodwill associated therewith and which is symbolized thereby, all rights to sue for infringement or dilution or other unauthorized use of any Assigned Trademarks, whether arising prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the Laws now or hereafter in effect in the United States of America or in Canada, the same to be held and enjoyed by the said Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the said Assignor had this Assignment not been made. Notwithstanding anything to contrary set forth herein, Assignee agrees that its use and exploitation of the Assigned Trademarks shall be subject to those limitations relating to the Assigned Trademarks set forth in Section 3.2 of the Limited Liability Company Agreement of Assignee dated as of the date hereof.

Except to the extent that federal Law preempts state Law with respect to the matters covered hereby, this Assignment shall be governed by and construed in accordance with the Laws of the State of Delaware without regard to conflicts of Laws principles thereof.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed as of the date first above written.

BOAST, INC.

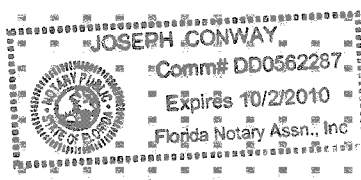
By: [Signature]  
Name: WILLIAM P. ST. JOHN JR.  
Title: PRESIDENT

STATE OF Florida )  
COUNTY OF Palm Beach )

ss. :

On the 3 day of May, 2010, before me personally appeared William St. John known to me to be the person whose name is subscribed to the within instrument and who acknowledged that he executed the same for the purposes therein contained.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.



[Signature]  
Notary Public

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**SCHEDULE A**  
**Assigned Trademarks**

Boast's Maple Leaf Mark

USPTO registration #1403212

Boast Word Mark

USPTO registration #1399641