

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
INTERCONTINENTAL PACKAGING COMPANY		11/30/2010	CORPORATION: MINNESOTA

RECEIVING PARTY DATA

Name:	Fast Forward Brands, LLC
Street Address:	1399 East Quincey Ave.
City:	Englewood
State/Country:	COLORADO
Postal Code:	80113
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2602421	LA SERENA

CORRESPONDENCE DATA

Fax Number: (908)725-7088
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 9087225640
 Email: officeactions@br-tmlaw.com
 Correspondent Name: Stephen L. Baker
 Address Line 1: 575 Route 28
 Address Line 4: Raritan, NEW JERSEY 08869

NAME OF SUBMITTER:	Stephen L. Baker
Signature:	/Stephen L. Baker/
Date:	02/01/2011

Total Attachments: 1

900182830

**TRADEMARK
 REEL: 004465 FRAME: 0231**

OP \$40.00 2602421

ASSIGNMENT

WHEREAS, Intercontinental Packaging Company, a corporation organized and existing under the laws of the State of Minnesota, with a principal place of business located at 1999 Shepard Road, St. Paul, Minnesota 55116, United States of America (hereinafter "ASSIGNOR"), is the owner of the following registered Trademark and U.S. Trademark Registration therefore, as follows:

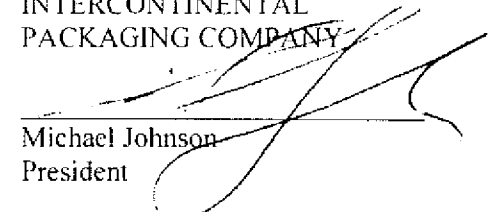
<u>MARK</u>	<u>REG. NO.</u>	<u>ISSUE DATE</u>
<i>LA SERENA</i>	2602421	<i>June 30, 2002</i>

WHEREAS, Fast Forward Brands, LLC, a limited liability company organized and existing under the laws of the State of Delaware, with a principal place of business located at 1399 East Quincy Avenue, Englewood, Colorado 80113, United States of America (hereinafter "ASSIGNEE"), is desirous of acquiring said Trademark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all of its right, title and interest in and to the said Trademark and U.S. Trademark Registration therefor, together with the goodwill of the business associated therewith.

IN WITNESS WHEREOF, ASSIGNOR has hereunto set its hand this 30 day of November, 2010.

INTERCONTINENTAL
PACKAGING COMPANY

By: 
Michael Johnson
President