

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
CJ Products, Inc.		03/03/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Gogie Girl LLC		
Street Address:	17100 Halsted Street		
City:	Northridge		
State/Country:	CALIFORNIA		
Postal Code:	91325		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3649197	GOGIE GIRL	
CORRESPONDENCE DATA			
Fax Number:	(949)760-9502		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-760-0404		
Email:	efiling@kmob.com		
Correspondent Name:	Philip M. Nelson		
Address Line 1:	2040 Main Street, Fourteenth Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	GOGIE.005T		
NAME OF SUBMITTER:	Philip M. Nelson		
Signature:	/Philip M. Nelson/		
Date:	03/10/2011		

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Total Attachments: 2
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TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the 3rd day of March, 2011, by and between CJ Products, Inc., a California corporation having a place of business at 9813 Beckford Avenue, Northridge, CA 91324 (hereinafter referred to as "ASSIGNOR"), and Gogie Girl LLC, a California limited liability company having a place of business at 17100 Halsted Street, Northridge, California 91325 (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used, is using, and is, to the best of its knowledge and belief, the owner of the trademarks listed in Schedule A, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Trademark") worldwide;

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademark and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of the federal trademark registration and the Canadian application relating to the Trademarks listed in Schedule B, attached hereto and incorporated herein by reference (hereinafter collectively referred to as "Registration and Application");

WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the Trademarks and Registration and Application worldwide and any other registered or unregistered trademarks owned or used by ASSIGNOR or any of its licensees worldwide; and

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks, Registration and Application worldwide and any other registered or unregistered trademarks owned or used by ASSIGNOR or any of its licensees worldwide;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the following:

- (1) the Trademarks set forth in Schedule A;
- (2) the Application and Registration set forth in Schedule B; and
- (3) any other registered or unregistered trademarks owned or used anywhere in the world by ASSIGNOR or any of its licensees;

together with the goodwill symbolized by said Trademarks, Registration and Application, and other registered or unregistered trademarks owned or used anywhere in the world by ASSIGNOR or any of its licensees concurrent with the transfer of certain tangible assets as indicia of said goodwill.

Executed at Northridge, California, this 3rd day of MARCH, 2011.

CJ Products, Inc.
a California corporation

By: [Signature]
Name: JOHN GILMORE
Title: CEO

Executed at Northridge, California, this 3rd day of March, 2011.

Gogie Girl LLC
a California limited liability company

By: [Signature]
Name: Victoria Waldorf
Title: Owner/Founder