

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
	Beverage 53, LLC		08/20/2010
			LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	NEUROBRANDS, LLC		
Street Address:	310 Wilshire Blvd, 2nd Floor		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90403		
Entity Type:	LIMITED LIABILITY COMPANY:		
PROPERTY NUMBERS Total: 3			
	Property Type	Number	Word Mark
	Registration Number:	3664829	NEUROGASM
	Registration Number:	3609755	NEUROGASM
	Serial Number:	77640170	NEUROSONIC
CORRESPONDENCE DATA			
Fax Number:	(310)634-1711		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	steve@siliconedgelaw.com		
Correspondent Name:	Steve P. Hassid		
Address Line 1:	1115 1/2 Yale Street		
Address Line 4:	Santa Monica, CALIFORNIA 90403		
ATTORNEY DOCKET NUMBER:	NEUROBRANDS ASSIGMENTS		
NAME OF SUBMITTER:	Steve P. Hassid		
Signature:	/Steve P. Hassid/		
Date:	04/12/2011		
Total Attachments: 1 source=Beverage53#page1.tif			

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TRADEMARK ASSIGNMENT

WHEREAS, Beverage 53, LLC, a Delaware limited liability company, having a principal place of business at 2000 Avenue of the Stars, Los Angeles, California 90067 ("Assignor") represents and warrants that it is the owner of all right, title and interest in and to the following pending trademark applications and registered trademarks listed below, hereafter collectively referred to as MARKS, and accompanying goodwill and business relating to said MARKS:

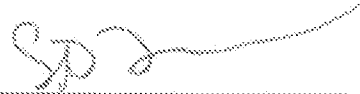
<u>Mark</u>	<u>Country</u>	<u>Trademark App. No.</u>	<u>Registration No.</u>	<u>Filing Date</u>
NEUROGASM	US	77522457	3,664,829	7/15/2008
NEUROGASM	US	77355823	3,609,755	12/19/2007
NEUROSONIC	US	77640170	N/A	12/26/2008; and


WHEREAS, NEUROBRANDS, LLC, a California limited liability company, having a principal business address at 310 Wilshire Boulevard, 2nd Floor, Santa Monica, California 90403 ("Assignee") is desirous of acquiring all, right, title and interest in said trademarks, trademark applications and trademark registrations of said MARKS and all of the business and goodwill relating thereto;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged by Assignor:

1. The undersigned Assignor hereby requests and warrants to Assignee, that it is the sole owner of the MARKS and the entire, right, title and interest in and to said MARKS in United States and all associated goodwill and business related thereto, free and clear of all liens, claims, encumbrances or charges of any type.

2. The undersigned Assignor does hereby assign unto Assignee all right, title and interest in and to the above-identified MARKS in the United States, together with the goodwill symbolized by said MARKS, and the right to sue for and collect damages for any past infringement of said MARK.

Assignor 
Diana Jenkins

Assignee 
Paul Noel

Managing Member 8/20/10
Title Date

ATTORNEY-IN-FACT 8/20/10
Title Date