

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
MARS Ventures, LLC		04/29/2011	LIMITED LIABILITY COMPANY: COLORADO
RECEIVING PARTY DATA			
Name:	Mars Holding Company, LLC		
Street Address:	1221 Eastlake Court		
City:	Loveland		
State/Country:	COLORADO		
Postal Code:	80537		
Entity Type:	LIMITED LIABILITY COMPANY: COLORADO		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3828338	ONE WAY	
Registration Number:	3828337		
Registration Number:	3872498		
Registration Number:	3872425		
Registration Number:	3924079	CERAZUL	
CORRESPONDENCE DATA			
Fax Number:	(303)607-3600		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	303-607-3500		
Email:	trademarkdnvr@faegre.com		
Correspondent Name:	Leslie P. Kramer		
Address Line 1:	1700 Lincoln Street		
Address Line 2:	3200 Wells Fargo Center		
Address Line 4:	Denver, COLORADO 80203-4532		

OP \$140.00 3828338

ATTORNEY DOCKET NUMBER:	84201-392816
NAME OF SUBMITTER:	Leslie P. Kramer
Signature:	/Leslie P. Kramer/
Date:	07/25/2011
Total Attachments: 3 source=Mars Ventures assignment to Mars Holding Company#page1.tif source=Mars Ventures assignment to Mars Holding Company#page2.tif source=Mars Ventures assignment to Mars Holding Company#page3.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (“**Assignment**”), dated as of April 29, 2011 (“**Effective Date**”), is made by and between MARS Ventures, LLC, a Colorado limited liability company (“**Assignor**”), and Mars Holding Company, LLC, a Colorado limited liability company (“**Assignee**”).

WHEREAS, Assignor owns all right, title, and interest in and to the trademarks (including the goodwill associated with the trademarks) (“**Marks**”) in the form more fully described in Exhibit A hereto;

WHEREAS, Assignor desires to sell and transfer Assignor’s entire right, title and interest in and to the Marks and the goodwill associated with the Marks to Assignee; and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Marks, together with the goodwill associated with the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignment of Marks. Assignor hereby transfers, conveys, assigns, and sets over unto Assignee, its successors and assigns, Assignor’s entire right, title and interest in and to the Marks, including, without limitation: (a) all registrations and applications therefore and the right to apply for and register the Marks, in the United States of America and all other countries and geographic areas in the world, together with the goodwill symbolized by the Marks; (b) all common law and statutory rights related thereto; (c) all rights of renewal and extension; (d) all rights to bring actions for and settle past, present and future infringement, dilution, misappropriation and unauthorized use claims concerning the Marks, and any claims involving injury to goodwill associated with the use of any of the Marks, in any country or other geographic area in the world; and (e) all rights to receive all proceeds from any of the foregoing, including licenses, royalties income, payments and damages.

2. This Trademark Assignment shall be governed by and construed in accordance with the laws of the State of Colorado and the United States of America.

[Signature Block Follows]

Executed as of July 7, 2011.

Assignor:

MARS VENTURES, LLC

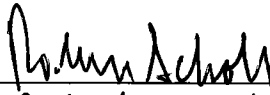




By: 
Name: ROBIN SCHOTT
Title: Member

EXHIBIT A

U.S. Federal Registrations:

Mark	Registration Number	Registration Date	Register
	3,828,338	August 3, 2010	Registered, Principal Register
	3,828,337	August 3, 2010	Registered, Principal Register
	3,872,498	November 9, 2010	Registered, Principal Register
	3,872,425	November 9, 2010	Registered, Principal Register
CERAZUL	3,924,079	February 22, 2011	Registered, Principal Register