

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	08/30/2010

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
James Carlson		07/08/2011	INDIVIDUAL: UNITED STATES
Marcia Barkoff		07/08/2011	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	San Francisco Products, LLC
Street Address:	3915 20th Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94114
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	85105614	I SF
Serial Number:	85105616	I SF

CORRESPONDENCE DATA

Fax Number: (415)438-1899
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 4154381890
Email: richard@rjg.com
Correspondent Name: Richard J. Greenstone
Address Line 1: 465 California Street
Address Line 2: Suite 300
Address Line 4: San Francisco, CALIFORNIA 94104

ATTORNEY DOCKET NUMBER:	10-2232
NAME OF SUBMITTER:	Richard J. Greenstone

900198816



TRADEMARK
REEL: 004597 FRAME: 0126

OP \$65.00 85105614

Signature:	/Richard J. Greenstone/
Date:	08/03/2011
Total Attachments: 3 source=CB Trademark Assignment Signed#page1.tif source=CB Trademark Assignment Signed#page2.tif source=CB Trademark Assignment Signed#page3.tif	

ASSIGNMENT OF TRADEMARK

WHEREAS, JAMES CARLSON, an individual, located at 3915 20th Street, San Francisco, California 94114 and MARCIA BARKOFF, an individual, located at 3915 20th Street, San Francisco, California 94114 (hereinafter collectively the "Assignors"), adopted, used, and are the owners of the following trademarks for which intent to use applications are now pending in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Class</u>	<u>Section</u>	<u>Application Serial Number</u>
I SF (and design) 	021	1(b)	85/105614
I SF (and design) 	025	1(b)	85/105616

(hereinafter the "Trademarks and Applications"), but have not yet filed a Statement of Use under sections 1(c) or 1(d) of The Trademark Act for the Trademarks and Applications; and

WHEREAS, SAN FRANCISCO PRODUCTS, LLC, a California limited liability company, with its principal place of business at 3915 20th Street, San Francisco, California 94114 (hereinafter the "Assignee"), is the successor of the business and all rights of the Assignors;

NOW THEREFORE, in consideration of the sum of one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, JAMES CARLSON and MARCIA BARKOFF hereby assign *nunc pro tunc*, as of August 30, 2010, to SAN FRANCISCO PRODUCTS, LLC, all right, title and interest in the United States and throughout the world, in and to that portion of the business to which the Trademarks and Applications pertain, together with the goodwill of the business symbolized by

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said Trademarks and Applications and with the right to recover and have damages and profits for past infringements, if any.

Executed this 8th day of July, 2011, at San Francisco, California.

JAMES CARLSON

Executed this 8th day of July, 2011, at San Francisco, California.

MARCIA BARKOFF

----- Acknowledgment -----

STATE OF CALIFORNIA)
)
COUNTY OF SAN FRANCISCO)

On _____ before me, _____,
 DATE NAME, TITLE OF OFFICER - E.G., "JANE DOE, NOTARY PUBLIC"

personally appeared, _____
personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

See attached acknowledgment

NOTARY PUBLIC SIGNATURE (SEAL)

----- Optional Information -----

TITLE OR TYPE OF DOCUMENT _____