

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                              |  |
|------------------------------|--|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT                               |
| <b>NATURE OF CONVEYANCE:</b> | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

**CONVEYING PARTY DATA**

| Name                     | Formerly                        | Execution Date | Entity Type                        |
|--------------------------|---------------------------------|----------------|------------------------------------|
| Salted Soul Company, LLC | FORMERLY Tiki Soul Company, LLC | 07/01/2011     | LIMITED LIABILITY COMPANY: FLORIDA |

**RECEIVING PARTY DATA**

|                        |                         |
|------------------------|-------------------------|
| <b>Name:</b>           | Cool Ride Products, Inc |
| <b>Street Address:</b> | 19565 Montana Lane      |
| <b>City:</b>           | Boca Raton              |
| <b>State/Country:</b>  | FLORIDA                 |
| <b>Postal Code:</b>    | 33434                   |
| <b>Entity Type:</b>    | CORPORATION: FLORIDA    |

**PROPERTY NUMBERS Total: 11**

| Property Type        | Number   | Word Mark                            |
|----------------------|----------|--------------------------------------|
| Serial Number:       | 77778607 | SALTED SOUL                          |
| Serial Number:       | 85070821 | REEL FLY                             |
| Serial Number:       | 77822092 | REEL DOG                             |
| Serial Number:       | 77784108 | REEL CHICK                           |
| Registration Number: | 3998771  | SALTED SOUL OUR SALT IS GOOD FOR YOU |
| Registration Number: | 3991538  | REEL BURNER                          |
| Registration Number: | 3941391  | REEL BURNER                          |
| Registration Number: | 3855711  | REEL GOOD GEAR                       |
| Registration Number: | 3866470  | REEL CHICK                           |
| Registration Number: | 4028929  |                                      |
| Registration Number: | 4025854  |                                      |

**CORRESPONDENCE DATA**

Fax Number: (561)477-1127

**900204761**

**TRADEMARK  
 REEL: 004642 FRAME: 0645**

**OP \$290.00 77778607**

Phone: 5617560090  
Email: jcboswell@salted soul.com  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Correspondent Name: Salted Soul Company, LLC  
Address Line 1: 9746 Richmond Circle  
Address Line 4: Boca Raton, FLORIDA 33434

|  |               |
|--|---------------|
| NAME OF SUBMITTER:   | Joanne Ging   |
| Signature:   | /Joanne Ging/ |
| Date:  | 10/16/2011    |
| Total Attachments: 2<br>source=CRP TM Assign pg1#page1.tif<br>source=CRP TM Assign pg2#page1.tif |               |

This Trademark Assignment (the "Agreement") is made and effective this 1st day of July, 2011

**BETWEEN: Salted Soul Company, LLC** (the 'Assignor'), a corporation organized and existing under the laws of the Florida with its head office located at: 9746 Richmond Circle, Boca Raton, FL 33434

**AND: Cool Ride Products, Inc** (the 'Assignee'), a corporation organized and existing under the laws of the [STATE] with its head office located at: 19565 Montana Lane, Boca Raton, FL 33434

WHEREAS, Assignor, is the owner of that certain trademarks identified as follows:

SERIAL# 77778607, 85070821, 77822092, 77784108  
REGISTRATION# 3998771, 3991538, 3941391, 3855711, 3866470, 4028929, 4025854

WHEREAS, Assignee, wishes to acquire the entire rights, title, and interest in the Trademark. NOW, the parties agree as follows:

#### **1. ASSIGNMENT**

Assignor does hereby irrevocably assign to Assignee all rights, title, and interest (including but not limited to, all registration rights with respect to the Trademark, all rights to prepare derivative marks, all goodwill and all other rights), in and to the Trademark.

#### **2. CONSIDERATION**

In consideration for the assignment set forth Assignee agrees to pay Assignor the sum of 5000.00.

#### **3. REPRESENTATIONS AND WARRANTIES**

Assignor represents and warrants to Assignee:

- a. Assignor has the right, power and authority to enter into this Agreement;
- b. Assignor is the exclusive owner of all right, title and interest, including all intellectual property rights, in the Trademark;
- c. The Trademark is free of any liens, security interests, encumbrances or licenses;
- d. The Trademark does not infringe the rights of any person or entity;
- e. There are no claims with respect to Assignor's rights in the Trademark;
- f. This Agreement is valid, binding and enforceable in accordance with its terms; and
- g. Assignor is not subject to any agreement, judgment or order inconsistent with the terms of this Agreement.
- h. the Assignee can register and dispose of the copyright in the Work in the Assignee's own name.

#### **4. ATTORNEY'S FEES**

Should either party hereto, or any heir, personal representative, successor or assign of either party hereto, resort to litigation to enforce this Agreement, the party prevailing in such litigation shall be entitled, in addition to such other relief as may be granted, to recover its or their reasonable attorneys' fees and costs in such litigation from the party against whom enforcement was sought.

#### **5. ENTIRE AGREEMENT**

This Agreement, contains the entire understanding and agreement between the parties

hereto with respect to its subject matter and supersedes any prior or contemporaneous written or oral agreements, representations or warranties between them respecting the subject matter hereof.

**6. AMENDMENT**

This Agreement may be amended only by a writing signed by both parties.

**7. SEVERABILITY**

If any term, provision, covenant or condition of this Agreement, or the application thereof to any person, place or circumstance, shall be held by a court of competent jurisdiction to be invalid, unenforceable or void, the remainder of this Agreement and such term, provision, covenant or condition as applied to other persons, places and circumstances shall remain in full force and effect.

**8. AGREEMENT TO PERFORM NECESSARY ACTS**

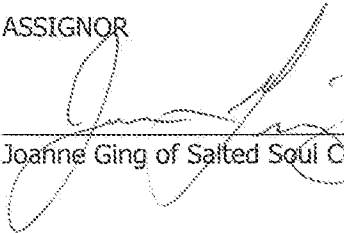
Assignee agrees to perform any further acts and execute and deliver any documents that may be reasonably necessary to carry out the provisions of this Agreement.

**9. GOVERNING LAW**

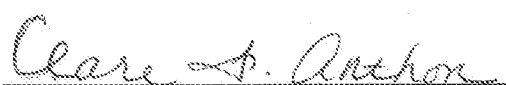
This Agreement shall be construed in accordance with, and all actions arising hereunder shall be governed by, the laws of the State of Florida.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

ASSIGNOR

  
\_\_\_\_\_  
Joanne Ging of Salted Soul Company, LLC

ASSIGNEE

  
\_\_\_\_\_  
Clare F. Anthon of Cool Ride Products, Inc.