

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ball Chain Manufacturing Co.		11/02/2011	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Ate My Heart Inc.		
Street Address:	1880 Century Park East, Suite 1600		
Internal Address:	c/o Gelfand, Rennert and Feldman LLP		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85068520	GAGABANDS	
CORRESPONDENCE DATA			
Fax Number:	(212)798-6902		
Phone:	2123260875		
Email:	mshine@pryorcashman.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Brad D. Rose		
Address Line 1:	7 Times Square		
Address Line 2:	c/o Pryor Cashman LLP		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	16419.04		
NAME OF SUBMITTER:	Brad D. Rose		
Signature:	/Brad D. Rose/		

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TRADEMARK
 REEL: 004672 FRAME: 0171

Date:

12/05/2011

Total Attachments: 2

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Exhibit A

ASSIGNMENT OF TRADEMARK

This Assignment Agreement (hereinafter the "Assignment") is made effective as of 11/2/2011 (hereinafter the "Effective Date") by and between Ball Chain Manufacturing Co., a corporation established under the laws of the state of New York, with a principal place of business at 741 S. Fulton Avenue, Mount Vernon, New York 10550-5013 (hereinafter the "ASSIGNOR") on the one hand, and Ate My Heart Inc., a corporation established under the laws of the state of California, with a place of business at c/o Gelfand, Rennert and Feldman, L.L.P., 1880 Century Park East, Suite 1600, Los Angeles, California 90067 (hereinafter the "ASSIGNEE"), on the other hand;

WHEREAS, ASSIGNOR owns the trademark application for GAGABANDS (hereinafter, the "Mark") in cl. 14 as set forth under Appl. Ser. No. 85/068,520 (hereinafter, the "Application") (the Mark and Application are hereinafter collectively referred to as the "Property");

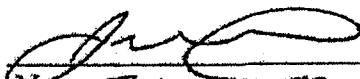
WHEREAS, ASSIGNEE wishes to acquire from ASSIGNOR all of its right, title and interest in, to and under such Property;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns, transfers and conveys to ASSIGNEE, its successors, assigns and legal representatives forever, ASSIGNOR's entire right, title and interest in and to such Property throughout the world in perpetuity, together with the goodwill associated therewith and that part of the ASSIGNOR's business connected with the use thereof and symbolized thereby, and any and all of ASSIGNOR's other rights, privileges and priorities provided under the United States, state or foreign law with respect to the Property including without limitation ASSIGNOR's common law rights and rights under the laws of unfair competition (hereinafter the "Transferred Rights") and any and all of

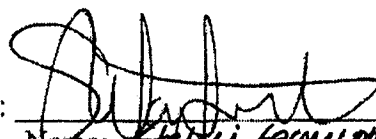
ASSIGNOR's rights to obtain renewals, reissues, and extensions for such Property or other legal protections pertaining to the Transferred Rights.

IN WITNESS WHEREOF, the Parties have executed this Assignment as of the date first set forth above.

BALL CHAIN MANUFACTURING CO.

By: 
Name: JAMES TADINER
Title: OWNER

ATE MY HEART INC.

By: 
Name: STEFANI GERMALOTTA
Title: President