

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
	Crunch, LLC		01/09/2012
	Entity Type LIMITED LIABILITY COMPANY: DELAWARE		
RECEIVING PARTY DATA			
Name:	Crunch IP Holdings, LLC		
Street Address:	22 W. 19th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10011		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	77832454	KID'S CRUNCH
CORRESPONDENCE DATA			
Fax Number:	(914)288-0023		
Phone:	914.821.8011		
Email:	tmdocket@leasonellis.com, doman@leasonellis.com, schwimmer@leasonellis.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:	Martin Schwimmer		
Address Line 1:	One Barker Ave, Fifth Floor		
Address Line 4:	White Plains, NEW YORK 10601		
ATTORNEY DOCKET NUMBER:	08003/306054		
NAME OF SUBMITTER:	Martin Schwimmer		
Signature:	/mschwimmer/		
Date:	01/09/2012		
Total Attachments: 1 source=Assignment - KID'S CRUNCH#page1.tif			

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DEED OF ASSIGNMENT

WHEREAS, Crunch, LLC, a limited liability company organized and existing under the laws of the State of Delaware, with its principal place of business at 22 W. 19th Street, New York, NY 10011 ("Assignor"), owns the following trademark application in the United States:

<u>TRADEMARK</u>	<u>APPLICATION. NO.</u>	<u>FILING DATE</u>
KID'S CRUNCH	77/832,454	September 22, 2009

WHEREAS, Crunch IP Holdings, LLC, a limited liability company organized and existing under the laws of the State of Delaware, with its principal place of business at 22 W. 19th Street, New York, NY 10011 ("Assignee"), is desirous of acquiring said trademark registrations and all associated goodwill in said trademarks; and

WHEREAS, to the best of Assignor's knowledge, no cancellation action against the registrations are pending and no other party makes a claim of ownership to said trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademarks and the registrations therefore, together with the goodwill of the business symbolized by said trademarks, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademarks.

CRUNCH, LLC

By: 

Name: Tony Bakos

Title: Secretary

Date: January 9, 2012

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