

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
Mario Belardino		02/09/2012	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Daretodo Inc.		
Street Address:	2 East Avenue		
Internal Address:	Suite 209		
City:	Larchmont		
State/Country:	NEW YORK		
Postal Code:	10538		
Entity Type:	CORPORATION: CONNECTICUT		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3406047	OGGI!	
CORRESPONDENCE DATA			
Fax Number:	(617)507-6585		
Phone:	617-504-0436		
Email:	hs1@mindspring.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:	Heidi A. Schiller		
Address Line 1:	197 Elm Street		
Address Line 2:	Suite 1730		
Address Line 4:	Northampton, MASSACHUSETTS 01060		
ATTORNEY DOCKET NUMBER:	DARETODO		
NAME OF SUBMITTER:	Heidi A. Schiller		
Signature:	/Heidi A. Schiller/		

OP \$40.00 3406047

Date:

02/10/2012

Total Attachments: 2

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ASSIGNMENT

This agreement, effective this 1st day of February, 2012 ("Effective Date") is by and between Mario Belardino, a United States citizen having a postal address of 2 East Avenue, Larchmont, New York 10538 (hereinafter "Assignor") and Daretodo Inc., a Connecticut corporation having a place of business at 2 East Avenue, Suite 209, Larchmont, New York 10538 (hereinafter "Assignee");

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark OGGI!, U.S. Registration No. 3,406,047 therefor and the goodwill associated therewith (collectively, the "Mark");

WHEREAS, Assignee is desirous of owning all right, title and interest in and to the Mark and the goodwill associated therewith;

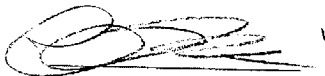
NOW THEREFORE in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, the parties agree as follows:

Assignor hereby sells, assigns, delivers and sets over to the entire right, title and interest of Assignor in and to the Mark and the goodwill of such business and all registrations and applications therefor in the United States and all other countries, including any renewals and extensions of the registrations that are or may be secured under the laws of the United States and all other countries, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if the assignment and


sale had not been made; together with all income, royalties or payments due or payable as of the Effective Date of this agreement or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed by their duly authorized representatives.

Mario Belardino



DARETODO INC.

By: 

Title: Pres.