

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
Ryan Minarik		02/14/2012	INDIVIDUAL:

RECEIVING PARTY DATA

Name:	DEI Headquarters, Inc.
Street Address:	One Viper Way
City:	Vista
State/Country:	CALIFORNIA
Postal Code:	92081
Entity Type:	CORPORATION: FLORIDA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	3800285	BOOM
Registration Number:	4053906	BOOM BORN ON ORIGINAL MOTIVES
Registration Number:	3987226	BM BORN ON ORIGINAL MOTIVES
Registration Number:	3987227	B M
Registration Number:	3991204	B M

CORRESPONDENCE DATA

Fax Number: (760)599-1389
 Phone: 760-599-1398
 Email: christie.biggs@deiholdings.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: DEI Headquarters, Inc.
 Address Line 1: One Viper Way
 Address Line 2: Attention: Legal Department
 Address Line 4: Vista, CALIFORNIA 92081

CH \$140.00 3800285

NAME OF SUBMITTER:	Crystal Biggs
Signature:	//CRYSTAL BIGGS//
Date:	02/27/2012
Total Attachments: 2 source=0400_001#page1.tif source=0400_001#page2.tif	

TRADEMARK ASSIGNMENT

This UNITED STATES OF AMERICA TRADEMARK ASSIGNMENT (this Assignment) is dated as of February 14, 2012 by and between Ryan Minarik (the "Assignor") and DEI Headquarters, Inc., a Florida corporation with its principal offices located at One Viper Way, Vista, California, 92081, United States of America (the "Assignee"), in favor of Assignee.

WHEREAS, Assignor is the owner of the United States trademark registrations set forth on Schedule A annexed hereto ("the Marks");

WHEREAS it is the intention of the parties that Assignor desires to assign to Assignee the Assignor's right, title and interest, all together, in and to the Marks.

WHEREAS, Assignor and Assignee desire to confirm such assignment pursuant to this Assignment;


NOW THEREFORE; for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, and intending to be legally bound, Assignor does hereby assign, transfer and deliver to Assignee the entire right, title and interest of Assignor, if any, and in and to the Marks, including all common law rights connected therewith, together with the goodwill associated therewith.

Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks to record Assignee as the owner of the Marks and to issue to Assignee, in lieu of Assignor, in accordance with this instrument, all future certificates, notices and any other documents bearing on the Marks.

This instrument shall inure to the benefit of Assignee and its successor and assigns and shall be binding upon Assignor and its successors and assigns.

IN WITNESS WHEREOF, Assignor and Assignee have duly executed this Assignment on the date first above written.

RYAN MINARIK

By: 
Print Name: Ryan Minarik
Title: Owner

DEI HEADQUARTERS, INC.

By: 
Print Name: JAMES E. NINKOV
Title: CEO

SCHEDULE A

<u>Trademarks</u>	<u>Registration Number</u>
1.) BOOM	Registration No. 3800285
2.) BOOM BORN ON ORIGINAL MOTIVES	Registration No. 4053906
3.) BM BORN ON ORIGINAL MOTIVES	Registration No. 3987226
4.) BM Design	Registration No. 3987227
5.) BM Design	Registration No. 3991204

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