

## 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
	Bel Inc.		03/23/2012
			Entity Type
			CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Bel USA LLC		
Street Address:	12610 NW 115 Avenue		
City:	Medley		
State/Country:	FLORIDA		
Postal Code:	33178		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
	Serial Number:	85433938	BEL PROMO
	Serial Number:	85439730	DISCOUNT MUGS
CORRESPONDENCE DATA			
Fax Number:	(305)358-2001		
Phone:	305-358-1001		
Email:	nrekant@gmail.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:	nicole n. rekant		
Address Line 1:	200 southeast first street, suite 700		
Address Line 4:	miami, FLORIDA 33131		
NAME OF SUBMITTER:	Nicole R. Rekant		
Signature:	/nicole r. rekant/		
Date:	03/27/2012		
Total Attachments: 2 source=Bel Promo Trademark Assignment#page1.tif source=Discountmugs Trademark Assignment#page1.tif			

OP \$65.00 85433938



12610 NW 115<sup>th</sup> Ave  
Medley, FL 33178  
Tel. (305)593-0911 Fax: (305)593-1011

March 23, 2012

Assignment of Trademark

This Trademark Assignment is made and effective this 23rd day of March, 2012 between Bel Inc., (the 'Assignor'), a corporation organized and existing under the laws of the state of Florida, with its head office located at: 12610 NW 115<sup>th</sup> Avenue, Bldg 200, Medley, FL. 33178 and Bel USA, LLC, (the 'Assignee'), a corporation organized and existing under the laws of the state of Florida with its head office located at: 12610 NW 115<sup>th</sup> Avenue, Bldg 200, Medley, FL. 33178.

WHEREAS, Assignor is the owner of that certain trademark identified as Bel Promo, currently pending for approval from the U.S. Trademark Office, application number 85433938 (the "Trademark"); and

WHEREAS, Assignee wishes to acquire the entire rights, title, and interest in the Trademark.

NOW, the parties agree as follows:

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.

A handwritten signature in black ink, appearing to read "Alan Tabasky", written over a horizontal line.

By: ALAN TABASKY

Title: VICE PRESIDENT



12610 NW 115<sup>th</sup> Ave  
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WHEREAS, Assignor is the owner of that certain trademark identified as DiscountMugs, currently pending for approval from the U.S. Trademark Office, application number 85439730 (the "Trademark"); and

WHEREAS, Assignee wishes to acquire the entire rights, title, and interest in the Trademark.

NOW, the parties agree as follows:

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.

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By: ALAN TABASKY

Title: VICE PRESIDENT