

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

|   |  |                       |                                 |
|---|--|-----------------------|---------------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                               |                       |                                 |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |                       |                                 |
| <b>CONVEYING PARTY DATA</b>   |  |                       |                                 |
| <b>Name</b>   | <b>Formerly</b>                              | <b>Execution Date</b> | <b>Entity Type</b>              |
| EARJAX LLC  |  | 03/28/2012            | LIMITED LIABILITY COMPANY: UTAH |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                                 |
| <b>Name:</b>  | NLU Products, L.L.C.                         |                       |                                 |
| <b>Street Address:</b>  | 1103 E. Lone Peak Lane                       |                       |                                 |
| <b>City:</b>  | Draper                                       |                       |                                 |
| <b>State/Country:</b>   | UTAH   |                       |                                 |
| <b>Postal Code:</b>   | 84020  |                       |                                 |
| <b>Entity Type:</b>   | CORPORATION: UTAH                            |                       |                                 |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |                                 |
| <b>Property Type</b>  | <b>Number</b>                                | <b>Word Mark</b>      |                                 |
| <b>Serial Number:</b>   | 85050585                                     | EARJAX                |                                 |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                                 |
| <b>Fax Number:</b>  | (801)566-0750                                |                       |                                 |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |  |                       |                                 |
| <b>Phone:</b>   | 801-566-6633                                 |                       |                                 |
| <b>Email:</b>   | andrea.phillips@tnw.com                      |                       |                                 |
| <b>Correspondent Name:</b>  | Erik S. Ericksen                             |                       |                                 |
| <b>Address Line 1:</b>  | 8180 South 700 East Ste 350                  |                       |                                 |
| <b>Address Line 4:</b>  | Sandy, UTAH 84070                            |                       |                                 |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 3303-034.TM                                  |                       |                                 |
| <b>NAME OF SUBMITTER:</b>   | Erik S. Ericksen                             |                       |                                 |
| <b>Signature:</b>   | /eriksericksen/                              |                       |                                 |

OP \$40.00 85050585

Date:

03/29/2012

Total Attachments: 2

source=Assignment034#page1.tif

source=Assignment034#page2.tif

WHEN RECORDED RETURN TO:  
Erik S. Ericksen, M.S.  
THORPE NORTH & WESTERN, LLP  
P.O. BOX 1219  
SANDY, UTAH 84091-1219

ATTORNEY DOCKET NO. 3303-034.TM

## ASSIGNMENT

WHEREAS, EARJAX LLC, (hereinafter referred to as "ASSIGNOR"), a limited liability company, duly organized and existing under the laws of the State of Utah, having a principal business office at 439 North 3050 East, St. George, Utah 84790, is the owner of all right, title, and interest in and to the trademark **EARJAX** (hereinafter referred to as the "Mark") which is filed with the U.S. Patent and Trademark Office under Serial No. 85/050,585, having a filing date of May 28, 2010 (hereinafter referred to as the "application"); and

WHEREAS, NLU Products, L.L.C. , (hereinafter referred to as "ASSIGNEE"), a limited liability company duly organized and existing under the laws of the State of Utah, having a principal business office at 1103 E. Lone Peak Lane, Draper, Utah 84020, is desirous of acquiring all right, title and interest in and to the Mark held by ASSIGNOR, and the above-identified application;

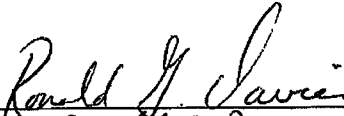
NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the ASSIGNOR by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Mark, the above-identified application, and any registrations issuing therefrom, together with the goodwill of the business symbolized by and associated with the Mark.

The ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registration of the Mark to the ASSIGNEE as the owner of the entire interest of said Mark, for the sole use and benefit of the said ASSIGNEE, its

successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon any and all successors of the  
ASSIGNOR.

EFFECTIVE as of the 28 day of March, 2012.

  
By: Ronald G. Darks  
Title: Member