

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
	World of Good, Inc.		06/10/2005
			Entity Type
			CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	World of Good, Inc.		
Street Address:	5900 Hollis Street, Suite X		
City:	Emeryville		
State/Country:	CALIFORNIA		
Postal Code:	94608		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3049513	WORLD OF GOOD
CORRESPONDENCE DATA			
Fax Number:	(650)233-4545		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(650) 233-4500		
Email:	amy.roodzant@pillsburylaw.com		
Correspondent Name:	James R. Cady		
Address Line 1:	2475 Hanover Street		
Address Line 2:	Pillsbury Winthrop Shaw Pittman LLP		
Address Line 4:	Palo Alto, CALIFORNIA 94304-1114		
NAME OF SUBMITTER:	James R. Cady		
Signature:	/JRCady/		
Date:	04/06/2012		
Total Attachments: 1 source=WORLD OF GOOD - Assignmentt No. 1#page1.tif			

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DEED OF ASSIGNMENT

UNITED STATES

WHEREAS, World of Good, Inc., a corporation organized and existing under the laws of California and having a principal place of business at 5900 Hollis Street, Suite X, Emeryville, CA 94608 (hereinafter "WOG California"), is the owner of the following mark, which has been registered in the United States:

U.S. Trademark Registration No. 3049513

WORLD OF GOOD

WHEREAS World of Good, Inc., a corporation organized and existing under the laws of Delaware and having a principal place of business at 5900 Hollis Street, Suite X, Emeryville, CA 94608 (hereinafter "WOG Delaware"), acquired all of WOG California's rights, title and interest, and the goodwill associated with the above-referenced trademark and the registration of the trademark as a result of the company's change from being a California corporation to a Delaware corporation effective June 10, 2005;

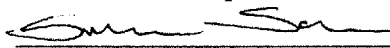
WHEREAS WOG California, as the registered owner of the above-referenced trademark, hereby confirms it has assigned such trademark to WOG Delaware and that it will do, perform and execute all documents in connection therewith;

WHEREAS, WOG California and WOG Delaware desire that the assignment of the above-referenced trademark now be made a matter of record in the United States Patent and Trademark Office; and

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, WOG California does hereby acknowledge and confirm that it has sold, assigned, transferred and conveyed to WOG Delaware all of its right, title and interest in and to the above-referenced mark, together with the goodwill of the business symbolized by the mark and the registration of the mark.

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed effective as of March 6, 2012, with effect dating back to June 10, 2005.

WORLD OF GOOD, INC.,
a California Corporation



By: Siddharth Sanghvi

Title: Co-Founder and VP Marketing

Date: March 6, 2012

WORLD OF GOOD, INC.,
a Delaware Corporation



By: Siddharth Sanghvi

Title: Co-Founder and VP Marketing

Date: March 6, 2012