

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
Proven Winners North America LLC		04/13/2012	LIMITED LIABILITY COMPANY: CALIFORNIA

RECEIVING PARTY DATA

Name:	David William Kerley
Street Address:	49 Station Road, Over
City:	Cambridge
State/Country:	UNITED KINGDOM
Postal Code:	CB24 5NJ
Entity Type:	INDIVIDUAL: UNITED KINGDOM

Name:	Priscilla Grace Kerley
Street Address:	49 Station Road, Over
City:	Cambridge
State/Country:	UNITED KINGDOM
Postal Code:	CB24 5NJ
Entity Type:	INDIVIDUAL: UNITED KINGDOM

Name:	Timothy Edward Kerley
Street Address:	37 Thornhill Close, Longstanton
City:	Cambridge
State/Country:	UNITED KINGDOM
Postal Code:	CB24 3EE
Entity Type:	INDIVIDUAL: UNITED KINGDOM

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3146512	BELARINA

CH \$40.00 3146512

CORRESPONDENCE DATA

Fax Number: (707)255-6876

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 707-252-7122

Email: tmdept@dpf-law.com

Correspondent Name: J. Scott Gerien

Address Line 1: 809 Coombs Street

Address Line 4: Napa, CALIFORNIA 94559

ATTORNEY DOCKET NUMBER:

PROV1-071

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

J. Scott Gerien

Signature:

/J. Scott Gerien/

Date:

04/13/2012

Total Attachments: 1

source=Belarina Transfer to Kerleys 2012#page1.tif

ASSIGNMENT OF UNITED STATES TRADEMARK AND REGISTRATION

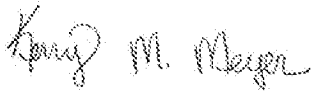
WHEREAS, Proven Winners North America LLC, a limited liability company organized and existing under the laws of California, with a principal place of business at 45 North First Street, Suite B, Campbell, California 95008 (“Assignor”), owns the following trademark and United States Trademark Registration:

<u>Trademark</u>	<u>Registration No.</u>	<u>Issue Date</u>
BELARINA	3,146,512	September 19, 2006

WHEREAS, David William Kerley, a UK individual, having a mailing address of 49 Station Road, Over, Cambridge, CB24 5NJ United Kingdom, Priscilla Grace Kerley, a UK individual, having a mailing address of 49 Station Road, Over, Cambridge, CB24 5NJ United Kingdom, and Timothy Edward Kerley, a UK individual, having a mailing address of 37 Thornhill Close, Longstanton, Cambridge, CB24 3EE United Kingdom (“Assignees”) are desirous of acquiring said mark and the U.S. trademark registration thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor hereby assigns unto said Assignees all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and the above identified U.S. trademark registration thereof.

Proven Winners North America LLC



By: Kerry M Meyer

Dated: April 13, 2012