

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
Dominant Brands LLC		06/08/2012	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	Brand Equity Growth Fund III, LLC		
Street Address:	c/o Brand Asset Mgmt LLC, 244 Fifth Ave.		
Internal Address:	Suite D-243		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	LIMITED LIABILITY COMPANY: WYOMING		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	4007294	1784	
Registration Number:	4081456	BANCO DE BOSTON	
Registration Number:	4081442	BANK OF BOSTON	
Registration Number:	4081440	BANK OF BOSTON	
Registration Number:	4081383	ANOTHER GENERATION OF BANKING	
Registration Number:	4081384	BANK ON BOSTON	
Serial Number:	85201855		
CORRESPONDENCE DATA			
Fax Number:	3012302891		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	301-230-5242		
Email:	evonvorys@shulmanrogers.com		

CH \$190.00 4007294

Correspondent Name: Eric J. von Vorys
Address Line 1: 12505 Park Potomac Avenue
Address Line 2: Sixth Floor
Address Line 4: Potomac, MARYLAND 20854

ATTORNEY DOCKET NUMBER:	119039.003
NAME OF SUBMITTER:	Eric J. von Vorys
Signature:	/EricJvonVorys/
Date:	06/08/2012

Total Attachments: 2
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made and entered into by and between Dominant Brands LLC, a New York limited liability company ("Assignor") and Brand Equity Growth Fund III, LLC, a Wyoming limited liability company ("Assignee").

RECITALS

R.1 Assignor is the sole and exclusive owner of the United States service marks set forth on Schedule A (the "Service Marks") attached hereto and made part of this Assignment and the goodwill of the business symbolized thereby, which have been registered with the United States Patent and Trademark Office.

R.2 The parties hereto desire by means of this Assignment to assign, convey and transfer all right, title and interest in the Service Marks to Assignee.

NOW THEREFORE, in consideration of the foregoing Recitals, which are incorporated herein by reference and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby sell, assign, convey, and transfer unto said Assignee all of Assignor's right, title and interest in and to the Service Marks, together with the goodwill of the business symbolized by the Service Marks, the same to be held and enjoyed by Assignee for its own use, and for the term or renewal terms for which said Service Marks have been registered or renewed as fully and entirely as the same would have been held and enjoyed by Assignor, including all rights to injunctive relief, damages or profits, due or accrued, arising out of past infringement of the Service Marks or injury to their goodwill, and the right to sue for and recover the same in its, the Assignee's, own name.



IN WITNESS WHEREOF, this Assignment has been executed this 8 day of June, 2012.

ASSIGNOR

Dominant Brands LLC

By: Christopher Daniels
Christopher Daniels, Managing Member

Schedule A

	MARK	INT'L CLASS	SERVICES	REG. NO.	DATE ISSUED
1.		36	Banking services and related financial services, namely, investment banking, investment brokerage and investment management services; insurance brokerage services, insurance underwriting and insurance administration services in the fields of life, health, property and casualty insurance; credit and debit card services; venture capital services, namely, advisory, financing, and fund management services; real estate financing services, and lease-purchase financing.	4,007,294	Reg. Issued Aug. 2, 2011
2.	BANCO DE BOSTON	36	Banking services and financial planning services.	4,081,456	Reg. Issued Jan. 3, 2012
3.	<u>BANK OF BOSTON</u>	36	Banking services and financial planning services.	4,081,442	Reg. Issued Jan. 3, 2012
4.	BANK OF BOSTON	36	Banking services and financial planning services.	4,081,440	Reg. Issued Jan. 3, 2012
5.		36	Banking services and financial planning services.	85/201855	Appl. Filed Dec. 20, 2010
6.	ANOTHER GENERATION OF BANKING	36	Banking services and financial planning services.	4,081,383	Reg. Issued Jan. 3, 2012
7.	BANK ON BOSTON	36	Banking services and financial planning services.	4,081,384	Reg. Issued Jan. 3, 2012