

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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Pure Global Brands, Inc.		06/08/2012	CORPORATION: FLORIDA

**RECEIVING PARTY DATA**

<b>Name:</b>	Global IP, Inc.
<b>Street Address:</b>	8040 Belvedere Road
<b>City:</b>	West Palm Beach
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	33411
<b>Entity Type:</b>	CORPORATION: FLORIDA

**PROPERTY NUMBERS Total: 16**

Property Type	Number	Word Mark
Registration Number:	3769390	JAMZ
Registration Number:	3282919	PURE BOXING
Registration Number:	3451946	PURE FITNESS
Registration Number:	3955204	PURE BODY FITNESS
Registration Number:	4024413	PURE PLAY
Registration Number:	3843770	PURE COMFORT
Registration Number:	3843773	PURE BEACH
Registration Number:	3862884	PURE FUN
Serial Number:	77835359	PURE ATHLETE
Serial Number:	77835396	PURE STRENGTH
Serial Number:	85378164	PURE SPORT
Serial Number:	85105935	PURE TAILGATE
Serial Number:	85458033	HELLO PERFECT
Serial Number:	85560477	ROCK HARD FITNESS

OP \$415.00 3769390

Serial Number:	85559780	BODY BASICS
Registration Number:	3740336	S S S S CLASSIC OF HEADSPRING

**CORRESPONDENCE DATA**

Fax Number: 5616256572  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 561-625-6575  
Email: ustrademarks@mchaleslavin.com  
Correspondent Name: Carl J. Spagnuolo, McHale & Slavin, P.A.  
Address Line 1: 2855 PGA Boulevard  
Address Line 4: Palm Beach Gardens, FLORIDA 33410-2910

ATTORNEY DOCKET NUMBER:	2982U.000000
NAME OF SUBMITTER:	Carl J. Spagnuolo
Signature:	/Carl J. Spagnuolo/
Date:	06/08/2012

Total Attachments: 2  
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**ASSIGNMENT**

ASSIGNOR: Pure Global Brands, Inc.  
Status: a Florida Corporation  
Address: 2253 Vista Parkway, Suite 11  
City: West Palm Beach State/Zip: Florida 33411

ASSIGNEE: Global IP, Inc.  
Status: a Florida Corporation  
Address: 8040 Belvedere Road  
City: West Palm Beach State/Zip: Florida 33411

TITLE OF TRADEMARK/SERVICE MARK: (see attached "Schedule A")

The Assignor having obtained registration of the Trademarks set forth above, and the Assignee being desirous of acquiring the same; in consideration of One Dollar (\$1.00) and other good and valuable consideration, the Assignor hereby assigns to the Assignee, including their successors, assigns, heirs, administrators, all of the Assignor's right, title and interest and goodwill associated with the Trademarks including the right to prepare derivative marks;

The Assignor further assigns all right, title and interest in and to said Trademarks in all foreign countries, and all applications for Trademark Registration in foreign countries and any registrations which may evolve or have evolved therefrom, including the right to claim International Convention priority; and

The Assignor agrees to execute any papers or perform any acts required to establish, vest or protect the Assignee's rights therein or required by Assignee to obtain said Trademark, without any additional payment therefor, but without any expense to Assignor.

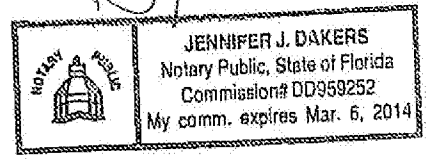
Date: 6/8/12  
By: [Signature]  
Name: Mitch Carlin  
Title: Director

STATE OF Florida  
COUNTY OF Palm Beach

Before me this 8 day of June 2012, personally appeared the above named individual, to me known to be the person described in, and who executed the foregoing assignment instrument and acknowledge to me that he executed the same as an officer of the Assignor for the purpose therein expressed.

Notary Public [Signature]

Personally known Florida Driver License; Produced ID & type Florida Driver License



Trademark Assignment

Assignor: Pure Global Brands, Inc. - Assignee: Global IP, Inc.

SCHEDULE "A"

Trademark: JAMZ  
Registration No.: 3,769,390  
Atty. File No.: 2982U.000001

Trademark: PURE ATHLETE  
Application No.: 77/835,359  
Atty. File No.: 2982U.000011

Trademark: PURE BOXING and Design  
Registration No.: 3,282,919  
Atty. File No.: 2982U.000002

Trademark: PURE STRENGTH  
Application No.: 77/835,396  
Atty. File No.: 2982U.000012

Trademark: PURE FITNESS  
Registration No.: 3,451,946  
Atty. File No.: 2982U.000004

Trademark: PURE SPORT  
Application No.: 85/378,164  
Atty. File No.: 2982U.000013

Trademark: PURE BODY FITNESS and Design  
Registration No.: 3,955,204  
Atty. File No.: 2982U.000005

Trademark: PURE TAILGATE  
Application No.: 85/105,935  
Atty. File No.: 2982U.000014

Trademark: PURE PLAY and Design  
Registration No.: 4,024,413  
Atty. File No.: 2982U.000007

Trademark: HELLO PERFECT  
Application No.: 85/458,033  
Atty. File No.: 2982U.000015

Trademark: PURE COMFORT and Design  
Registration No.: 3,843,770  
Atty. File No.: 2982U.000008

Trademark: ROCK HARD FITNESS  
Application No.: 85/560,477  
Atty. File No.: 2982U.000016

Trademark: PURE BEACH and Design  
Registration No.: 3,843,773  
Atty. File No.: 2982U.000009

Trademark: BODY BASICS  
Application No.: 85/559,780  
Atty. File No.: 2982U.000017

Trademark: PURE FUN  
Registration No.: 3,862,884  
Atty. File No.: 2982U.000010

Trademark: S S S S CLASSIC OF HEADSPRING and Design  
Registration No.: 3,740,336  
Atty. File No.: 2982U.000003