

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---------------------------|---|-------------------|-------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| C2:8, Inc. | | 07/13/2012 | CORPORATION: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | NOTW Holding Company, LLC. | | |
| Street Address: | 169 RADIO RD | | |
| City: | Corona | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 92879 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 5 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2908303 | C28 | |
| Registration Number: | 2899617 | NOTW | |
| Registration Number: | 2662027 | NOTW | |
| Registration Number: | 2962001 | NOT OF THIS WORLD | |
| Registration Number: | 4102716 | CANVAS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 9513549529 | | |
| | <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | |
| Phone: | 951-354-9528 | | |
| Email: | kevin@c28.com | | |
| Correspondent Name: | Kevin Miller | | |
| Address Line 1: | 169 RADIO RD | | |
| Address Line 4: | Corona, CALIFORNIA 92879 | | |
| NAME OF SUBMITTER: | Kevin J. Miller | | |

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| | |
|---|-------------------|
| Signature: | /Kevin J. Miller/ |
| Date: | 07/13/2012 |
| Total Attachments: 1 source=Assignment of TM_C28#page1.tif | |

ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT OF TRADEMARK (the "Assignment") is effective July 13, 2012 (the "Effective Date").

C2:8, Inc. is the owner of Trademarks registered with the United States Patent and Trademark Office. C2:8, Inc. has a 13 1/3 percent member in NOTW HOLDING COMPANY, LLC, a California limited liability company.

The list of C2:8, Inc. Registered Trademarks; (Name and Registration Number)

| | |
|-------------------|--------------------------|
| C28 | Registration # 2,908,303 |
| NOTW | Registration # 2,899,617 |
| NOTW | Registration # 2,662,027 |
| Not of This World | Registration # 2,962,001 |
| Canvas | Registration # 4,102,716 |


C2:8, Inc. as owner of the said Trademarks would like to assign its rights to the said Trademarks to NOTW Holding Company, LLC.

**SIGNATURE PAGE TO
ASSIGNMENT OF TRADEMARK**

IN WITNESS WHEREOF, the undersigned have executed and delivered this Assignment as of the Effective Date.

Conveyor:

C2:8, INC., a California corporation, its

By: 
Kevin J. Miller, CFO