

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
Miramar Brands Group Inc		02/06/2009	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Mr Stephen Y Ascher Jr		
Street Address:	330 Ranch Road		
Internal Address:	PO Box 100 PMB 576		
City:	Mammoth Lakes		
State/Country:	CALIFORNIA		
Postal Code:	93546		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	73829967	KING OF THE BEACH	
Serial Number:	75423156	KING OF THE BEACH	
Serial Number:	78735734	KING OF THE BEACH	
CORRESPONDENCE DATA			
Fax Number:	8886771970		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	6264374661		
Email:	stephen.ascher@miramarbrands.com		
Correspondent Name:	Stephen Y Ascher Jr		
Address Line 1:	440 South Marengo Avenue		
Address Line 4:	Pasadena, CALIFORNIA 91101		
NAME OF SUBMITTER:	Stephen Y Ascher		
Signature:	/Stephen Ascher/		
Date:	08/15/2012		
Total Attachments: 1 source=KOB Assignment to Ascher 2-6-2009#page1.tif			

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Assignment of Trademarks

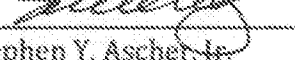
FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, Miramar Brands Group, Inc., a California Corporation, having its principal office at 840 East Green Street, #301, Pasadena, California 91101 U.S.A. ("Assignor"), hereby sells, assigns and transfers to Stephen Y. Ascher, Jr., an individual, having principal residences at 330 Ranch Road, P.O. Box 100, PMB 576, Mammoth Lakes, California 93546 U.S.A. ("Assignee"), and Assignee hereby accepts from Assignor:

- A. All of Assignor's right, title and interest in and to the KING OF THE BEACH trademarks, service marks, registrations of trademarks and service marks and applications for such registration (hereinafter collectively and individually referred to as the "Trademarks"); and
- B. The goodwill of the business connected with the use of and symbolized by the Trademarks.

IN WITNESS WHEREOF, the undersigned have hereunto set their hands as of this 6th day of February, 2009.

MIRAMAR BRANDS GROUP, INC.

STEPHEN Y. ASCHER, JR.,
An individual

By: 
Stephen Y. Ascher, Jr.
Title: President

