

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 |
| Lovin' Enterprises, Inc. | | 06/15/2012 | CORPORATION: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Back Beat, Inc. | | |
| Street Address: | 901 West 9th St. | | |
| Internal Address: | #606 | | |
| City: | Austin | | |
| State/Country: | TEXAS | | |
| Postal Code: | 78703 | | |
| Entity Type: | CORPORATION: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 85002083 | SUGAR SUGAR | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 6265778800 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Email: | pto@cph.com | | |
| Correspondent Name: | Christie, Parker & Hale, LLP | | |
| Address Line 1: | P.O. Box 29001 | | |
| Address Line 4: | Glendale, CALIFORNIA 91209-9001 | | |
| ATTORNEY DOCKET NUMBER: | 70295/B844 | | |
| NAME OF SUBMITTER: | Michael J. MacDermott | | |
| Signature: | /Michael J. MacDermott/ | | |
| Date: | 08/15/2012 | | |
| Total Attachments: 2 source=Executed Assignment#page1.tif source=Executed Assignment#page2.tif | | | |

OP \$40.00 85002083

TRADEMARK ASSIGNMENT

WHEREAS, LOVIN' ENTERPRISES, INC., a California corporation, of 3653 Sierra Pine Avenue, Los Angeles, California 90058 ("ASSIGNOR" herein), has used and is the owner of the following mark and application for registration with the United States Patent and Trademark Office.

| <u>Mark</u> | <u>Serial No.</u> | <u>Filed</u> |
|-------------|-------------------|----------------|
| SUGAR SUGAR | 85/002,083 | March 30, 2010 |

WHEREAS, BACK BEAT, INC., a California corporation, whose address is 901 West 9th St., #606, Austin, Texas 78703 ("ASSIGNEE" herein), is desirous of acquiring said mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR, does hereby assign unto said ASSIGNEE all right, title and interest in and to the mark together with the goodwill of the business symbolized by the mark and the application for registration thereof.

The Director of Trademarks is requested to issue the Certificate of Registration to ASSIGNEE.

LOVIN' ENTERPRISES, INC.

Date June 15, 2012

By



 Name: Christopher Scharff
 Title: CEO

EXHIBIT C

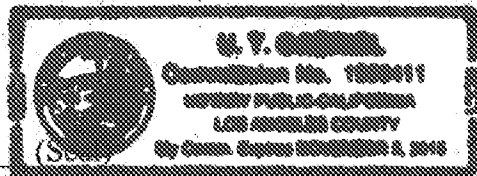
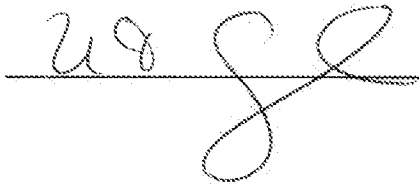
STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES)

On June 15, 2012 before me Ursula Gabriel personally appeared Christopher Scharff, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature



MM/jlp

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