

## 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
Incipio Technologies, Inc.		09/06/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Axel Ltd, Co.		
Street Address:	3151 E Thomas St.		
City:	Iverness		
State/Country:	FLORIDA		
Postal Code:	34453		
Entity Type:	JOINT STOCK COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3727993	LLOYD	
CORRESPONDENCE DATA			
Fax Number:	2704774574		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	800-906-8626 x 100		
Email:	admin@thetrademarkcompany.com		
Correspondent Name:	Matthew H. Swyers, Esq.		
Address Line 1:	344 Maple Avenue West, Suite 151		
Address Line 4:	Vienna, VIRGINIA 22180		
NAME OF SUBMITTER:	Matthew H. Swyers		
Signature:	/Matthew H. Swyers/		
Date:	09/06/2012		
Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif			

OP \$40.00 3727993

## ASSIGNMENT OF TRADEMARK

KNOW ALL BY THESE PRESENTS that the undersigned Assignor, Incipio Technologies, Inc., a Corporation organized in California, whose mailing address is entered below, pursuant to §501.01 of the TMEP, does hereby assign to said Assignee, Axel Ltd. Co., a Limited Liability Company organized in Florida, its successors and assigns, to its own proper use and benefit, the trademark "LLOYD" including all right, title and interest, which Assignor has, had or may have therein, and as to which Assignor has, had or may have power to assign, together with any registrations thereof, state, federal, including specifically U.S. Registration No. 3,727,993, or otherwise, and together with all rights and interests appertaining to the foregoing or which may be derived therefrom, and including any rights of prosecution, or to renewal, or to extensions thereof, that have been or may be secured under the laws, now or hereinafter in force or effect, in the United States of America, or in any other county or countries, together with any heretofore or hereafter arising claims for infringement, and actions, causes of action, chases in action and rights and remedies appurtenant and or relating thereto.

The undersigned Assignor declares that all statements made herein, and in the application for U.S. Registration No. 3,727,993, of his own knowledge are true and that all statements made on information and belief are believed to be true.

ASSIGNMENT OF TRADEMARK  
U.S. Registration No. 3,727,993  
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IN WITNESS WHEREOF Assignor does hereby execute this Assignment of Trademark  
on this 30 day of AVGVST, 2012.

Assignor: Incipio Technologies, Inc.  
6001 Oak Canyon  
Irvine, CA 92618

Signed: [Signature]  
Printed: Andy Fathollahi  
Title: Principal, Incipio Technologies, Inc.

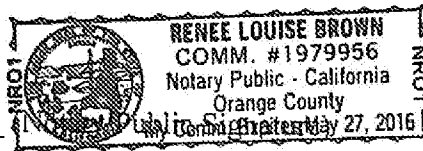
NOTARY AFFIDAVIT FOR SIGNATURE OF ASSIGNOR'S NAME

State of California:

City/County of Orange:

On this 30 day of AVGVST, 2012, personally appeared Andy Fathollahi,  
an individual to me known (or satisfactorily identified) as a principal of Incipio Technologies,  
Inc., assignor owner of U.S. Registration No. 3,727,993, and acknowledged that she executed  
the foregoing Assignment of Trademark.

Renee Louise Brown  
[SEAL]



My Commission Expires: MAY, 27, 2016 (Date)

ASSIGNMENT OF TRADEMARK  
U.S. Registration No. 3,727,993  
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IN WITNESS WHEREOF Assignee does hereby execute this Assignment of Trademark  
on this 27 day of August, 2012.

Assignee: Axel Ltd. Co.  
3151 E Thomas St.  
Inverness, FL 34453

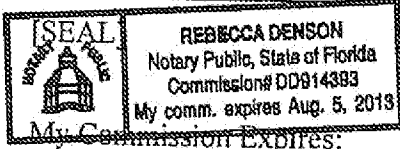
Signed: [Signature]  
Printed: Marcus Adolfsson  
Title: Principal, Axel Ltd Co.

NOTARY AFFIDAVIT FOR SIGNATURE OF ASSIGNOR'S NAME

State of Florida:  
City/County of Alachua:

On this 27<sup>th</sup> day of August, 2012, personally appeared Marcus Adolfsson  
an individual to me known (or satisfactorily identified) as a principal of Axel Ltd Co. assignee  
owner of U.S. Registration No. 3,727,993, and acknowledged that s/he executed the foregoing  
Assignment of Trademark.

[Signature]  
Rebecca Denson (Notary Public Signature)  
FLDL: A341545-80-0600  
Ex: 02/20/2014



8/05/2013 (Date)