

## 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         |
| The Pinyon Group, LLC   |  | 10/05/2012      | CORPORATION: NEVADA |
| RECEIVING PARTY DATA  |  |                 |                     |
| Name:   | Aspire Group International, Inc.             |                 |                     |
| Street Address:   | 1267 West Ninth Street                       |                 |                     |
| City:   | Cleveland                                    |                 |                     |
| State/Country:  | OHIO   |                 |                     |
| Postal Code:  | 44113  |                 |                     |
| Entity Type:  | CORPORATION: NEVADA                          |                 |                     |
| PROPERTY NUMBERS Total: 4   |  |                 |                     |
| Property Type   | Number                                       | Word Mark       |                     |
| Registration Number:  | 2237694                                      | GOOD NATURE     |                     |
| Serial Number:  | 85428951                                     | GOOD NATURE     |                     |
| Registration Number:  | 1055882                                      | WEATHER PROOFER |                     |
| Registration Number:  | 3743399                                      | SPORTADE        |                     |
| CORRESPONDENCE DATA   |  |                 |                     |
| Fax Number:   | 2163639001                                   |                 |                     |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |  |                 |                     |
| Phone:  | 216-363-9000                                 |                 |                     |
| Email:  | skoenig@faysharpe.com                        |                 |                     |
| Correspondent Name:   | Sandra M. Koenig - Fay Sharpe LLP            |                 |                     |
| Address Line 1:   | 1228 Euclid Avenue, 5th Floor                |                 |                     |
| Address Line 4:   | Cleveland, OHIO 44115                        |                 |                     |
| ATTORNEY DOCKET NUMBER:   | PGLZ 800007US01                              |                 |                     |
| NAME OF SUBMITTER:  | Sandra M. Koenig                             |                 |                     |

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TRADEMARK

|   |                 |
|---|-----------------|
| Signature:  | /sandramkoenig/ |
| Date:   | 10/11/2012      |
| Total Attachments: 3<br>source=Trademark Assignment#page1.tif<br>source=Trademark Assignment#page2.tif<br>source=Trademark Assignment#page3.tif |                 |

**TRADEMARK ASSIGNMENT**

This Trademark Assignment is by and between The Pinyon Group, LLC, a Nevada Corporation, with its principal place of business at 1267 West Ninth Street, Cleveland, Ohio 44113, USA ("Assignor"), and Aspire Group International, Inc., a Nevada Corporation, with its principal place of business at 1267 West Ninth Street, Cleveland, Ohio 44113, USA ("Assignee").

WHEREAS, Assignor is the owner of the trademarks and the registrations and pending applications therefor listed on Schedule A hereto; and

WHEREAS, Assignee is the successor to the business of the Assignor, or portion thereof, to which the trademarks pertain and such business is ongoing and existing.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, the entire worldwide right, title and interest in and to the trademarks, registrations and pending applications listed on Schedule A together with the goodwill of the business symbolized by said trademarks, registrations and applications therefor, the assignment being made as part of the business, or portion thereof, to which the marks pertain as required by 15 U.S.C. § 1060, with the right to sue and recover for acts of infringement prior to the date of this assignment.

IN WITNESS WHEREOF, The Pinyon Group, LLC has caused this Trademark Assignment to be executed on OCT 5, 2012.

**THE PINYON GROUP, LLC**

By: [Signature]  
Jess A. Bell, Managing Member

STATE OF OHIO )  
 ) : SS  
COUNTY OF Cuyahoga )

Personally appeared before me this day the above named Jess A. Bell to me personally known, who acknowledges that he signed the foregoing instrument for the uses and purposes therein mentioned on behalf of Assignor, and that the same is his free act and deed and the free corporate act and deed of the Assignor.

In testimony whereof, I have hereunto set my hand and affixed my seal, this 5th day of October, 2012.

[Signature]  
Notary Public



LAURA A. DOCTOR  
NOTARY PUBLIC  
STATE OF OHIO  
Comm. Expires  
November 13, 2016  
Recorded in  
Cuyahoga County

Accepted by the Assignee's Officer.

**ASPIRE GROUP INTERNATIONAL, INC.**

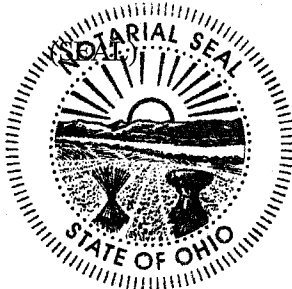
By: Robert B. Evans  
Robert B. Evans, Secretary/Treasurer

STATE OF OHIO )  
 ) : SS  
COUNTY OF Cuyahoga )

Personally appeared before me this day the above named Bob Evans to me personally known, who acknowledges that he signed the foregoing instrument for the uses and purposes therein mentioned on behalf of Assignor, and that the same is his free act and deed and the free corporate act and deed of the Assignor.

In testimony whereof, I have hereunto set my hand and affixed my seal, this 5th day of October, 2012.

Laura A. Doctor  
Notary Public



LAURA A. DOCTOR  
NOTARY PUBLIC  
STATE OF OHIO  
Comm. Expires  
November 13, 2016  
Recorded in  
Cuyahoga County

**SCHEDULE A**

| <b>Country</b>        | <b>Mark</b>        | <b>Appln. No.</b> | <b>Appln. Date</b> | <b>Reg. No.</b> |
|-----------------------|--------------------|-------------------|--------------------|-----------------|
| Australia             | GOOD NATURE        | 1428101           | 05/30/2011         |                 |
| Australia             | GOOD NATURE        | 1449300           | 09/16/2011         |                 |
| Canada                | GOOD NATURE        | 1530704           | 06/01/2011         |                 |
| European<br>Community | GOOD NATURE        | 010004208         | 05/27/2011         | 010004208       |
| Hong Kong             | GOOD NATURE        | 301931292         | 05/30/2011         |                 |
| New Zealand           | GOOD NATURE        | 842869            | 05/30/2011         | 842869          |
| United States         | GOOD NATURE        | 75/332,149        | 07/28/1997         | 2,237,694       |
| United States         | GOOD NATURE        | 85/428,951        | 09/22/2011         |                 |
| United States         | WEATHER<br>PROOFER | 73/088,185        | 05/24/1976         | 1,055,882       |
| United States         | SPORTADE           | 78/841,448        | 03/20/2006         | 3,743,399       |

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