

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Douglas A Pick		09/28/2012	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
Name:	Bumble BE Holdings, LLC		
Street Address:	5900 Wilshire Boulevard, Suite 2250		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90036		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	85662628	BLING	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	3103002901		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	310-300-2920		
Email:	nameri@agmblaw.com		
Correspondent Name:	Nina N. Ameri, Esq.		
Address Line 1:	5900 Wilshire Boulevard, Suite 2250		
Address Line 4:	Los Angeles, CALIFORNIA 90036		
ATTORNEY DOCKET NUMBER:	BLING		
NAME OF SUBMITTER:	Nina Ameri		
Signature:	/Nina Ameri/		
Date:	10/11/2012		
Total Attachments: 1 source=Trademark Assignment.Bling.Fully Executed#page1.tif			

OP \$40.00 85662628

**Assignment of Trademark Pursuant to 15 U.S.C. § 1060(a)(1)**

September 28, 2012

Bumble BE Holdings, LLC  
5900 Wilshire Blvd, Suite 2250  
Los Angeles, California 90036


**Re: "Bling"/Serial Number 85662628**

To whom it may concern:


For one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged Douglas A. Pick, with a business address at, 27068 La Paz Road, Suite 648, Aliso Viejo, California 92656 ("Assignor") agrees to assign the trademark application for "Bling" which is pending before the United States Patent and Trademark Office Serial Number 85662628 ("Trademark") and all right, title, interest and goodwill and associated rights in and to the Trademark to Bumble BE Holdings, LLC, a California limited liability company with a business address at 5900 Wilshire Blvd. Suite 2250, Los Angeles, California 90036 ("Assignee") pursuant to 15 U.S.C. § 1060(a)(1).

The parties acknowledge that upon full execution of this letter, the assignment shall be deemed to occur. Please manifest your assent to this transaction by signing and dating in the appropriate spaces provided below.

**Douglas A. Pick**  
(Assignor)

By:   
\_\_\_\_\_  
Douglas A. Pick

**Bumble BE Holdings, LLC**  
(Assignee)

By:   
\_\_\_\_\_  
Douglas A. Pick, Manager