

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
Douglas A Pick		09/28/2012	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
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		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85622630	FLEXSOFT	
CORRESPONDENCE DATA			
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:	F.O.C. FREEDOM OF CHOICE		
NAME OF SUBMITTER:	Nina Ameri		
Signature:	/Nina Ameri/		
Date:	10/16/2012		
Total Attachments: 1 source=Trademark Assignment.Freedom of Choice.Fully Executed#page1.tif			

OP \$40.00 85622630

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: "F.O.C. Freedom of Choice"/Serial Number 85622630

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 "F.O.C. Freedom of Choice" which is pending before the United States Patent and Trademark Office Serial Number 85622630 ("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).

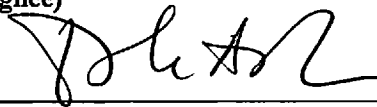
The parties acknowledge that upon full execution of this letter, the assignment shall be deemed to occur. Please manifest your assent to this transaction by signing and dating in the appropriate spaces provided below.

Douglas A. Pick
(Assignor)

By: 

Douglas A. Pick

Bumble BE Holdings, LLC
(Assignee)

By: 

Douglas A. Pick, Manager