

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
Let's Yo IP Inc.		09/17/2012	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Let's Yo IP, LLC		
Street Address:	43 County Road 537 W		
City:	Colts Neck		
State/Country:	NEW JERSEY		
Postal Code:	07722		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85353271	A YOGURT EXPERIENCE	
CORRESPONDENCE DATA			
Fax Number:	7322190625		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	7327477100		
Email:	justin@marksklein.com		
Correspondent Name:	Justin M. Klein		
Address Line 1:	63 Riverside Avenue		
Address Line 4:	Red Bank, NEW JERSEY 07701		
NAME OF SUBMITTER:	Justin M. Klein		
Signature:	/Justin M. Klein/		
Date:	10/17/2012		
Total Attachments: 1 source=TRADEMARK ASSIGNMENT (LET_S YO IP TO LET_S YO IP LLC) - #85353271#page1.tif			

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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("Agreement") is made and entered into this 17th day of September, 2012 ("Effective Date"), by and between Let's Yo IP, Inc. a New Jersey Corporation with a principal place of business located at 340 Route 34, Suite 113, Colts Neck, New Jersey ("Assignor") and Let's Yo IP, LLC, a Delaware limited liability company ("Assignee"), each, a "Party", collectively, the "Parties".

WHEREAS, on or about June 22, 2011, Assignor filed an application to trademark the word mark "A YOGURT EXPERIENCE", application Serial No. 85353271 (the "Mark"); and

WHEREAS, Assignee seeks to obtain the Mark, together with all goodwill associated therewith, and Assignor seeks to assign the Mark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

1. Assignor hereby assigns all right in, interest in, and title to the Mark to Assignee, including all proceeds therefrom and the right to bring an action at law or in equity for any infringement, dilution, or violation of the Mark occurring prior to the date hereof, and to collect damages, settlements and proceedings related to the Mark, and Assignee takes assignment of the Mark, together with all goodwill associated with the Mark.

2. Assignor will assist Assignee with all necessary steps to record the assignment of the Mark with the United States Trademark Office.

3. This Trademark Assignment may be executed simultaneously in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the undersigned have caused this Assignment to be executed and delivered as of the Effective Date.

ASSIGNOR: Let's Yo IP, Inc.

By: _____

Its: Guiz Casaban President

ASSIGNEE: Let's Yo IP, LLC.

By: _____

Its: Eric Cas