

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
Jay Velitario Bermal		11/08/2012	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Reincarnate, Inc.		
Street Address:	12845 Starwood Lane		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92131		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85598699	REINCARNATE	
Serial Number:	85598708	REINCARNATE	
CORRESPONDENCE DATA			
Fax Number:	7609310014		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	7606510141		
Email:	todd@iciplaw.com		
Correspondent Name:	Todd Langford		
Address Line 1:	2141 Palomar Airport Road		
Address Line 2:	Suite 320		
Address Line 4:	Carlsbad, CALIFORNIA 92011		
ATTORNEY DOCKET NUMBER:	BERM-TM-1		
NAME OF SUBMITTER:	Todd Langford		
Signature:	/Todd Langford/		

OP \$65.00 85598699

TRADEMARK

Date:

11/09/2012

Total Attachments: 2

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Assignment

WHEREAS, Jay Velitario Bermal, an individual residing in San Diego, California, the undersigned owner and the ASSIGNOR herein, is the owner of the following trademarks (the "Marks") together with the goodwill of the business symbolized thereby in connection with the goods and/or services on which the Marks are used (the "Products"):

U.S. Ser. No. 85/598,699 filed on April 16, 2012 for "REINCARNATE"

U.S. Ser. No. 85/598,708 filed on April 16, 2012 for "REINCARNATE"

WHEREAS, Reincarnate, Inc., a California corporation having a principal place of business at 12845 Starwood Lane, San Diego, California 92131, the ASSIGNEE herein, desires to acquire the entire right, title, and interest in and to said Marks;

WHEREAS this Assignment is made effective as of November 7, 2012;

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) by the ASSIGNEE to ASSIGNOR paid, and other valuable consideration, the receipt and legal sufficiency of all of which is hereby acknowledged, the said ASSIGNOR has sold and does hereby sell, assign, transfer and set over unto said ASSIGNEE, its successors and assigns, the entire right, title and interest of whatever kind in and to the Marks, together with (1) the goodwill of the business relating to the Products in respect upon which the Marks are used and for which they are registered: (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks: and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks;

And ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks;

And ASSIGNOR has read and understands the terms of this document, and executes this document knowingly and freely;

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

For Jay Velitario Bernal

Jay Bernal
Jay Velitario Bernal
ASSIGNOR

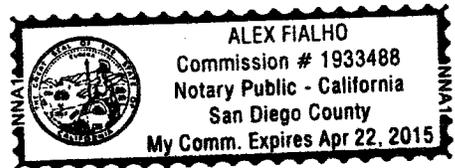
Date: 2012 NOV 8

State of California)
County of San Diego)

On this 8th day of November, 2012 before me, Alex Fialho,
Notary Public, personally appeared Jay Velitario Bernal who proved to me on
the basis of satisfactory evidence to be the person(s) whose name(s) is/~~are~~ subscribed to the
within instrument and acknowledged to me that he/~~she/they~~ executed the same in
his/~~her/their~~ authorized capacity(~~ies~~), and that by his/~~her/their~~ signature(~~s~~) on the instrument
the person(~~s~~), or the entity upon behalf of which the person(~~s~~) acted, executed the
instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

Witness my hand and official seal.



Signature Alex Fialho

Place Notary Seal Above