

## 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
Michael Machat		02/06/2013	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Vampire Brands LLC		
Street Address:	9903 Santa Monica Blvd. Suite 775		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90212		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4242359	VAMPIRE	
Registration Number:	4147206	DRACULA'S BLOOD	
Registration Number:	3290011	VAMPIRE	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	michael@machatlaw.com		
Correspondent Name:	Michael Machat		
Address Line 1:	433 N. Camden		
Address Line 2:	Suite 730		
Address Line 4:	Beverly Hills, CALIFORNIA 90210		
NAME OF SUBMITTER:	Michael Machat		
Signature:	/MM/		

Date:

02/06/2013

Total Attachments: 2

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## ASSIGNMENT

This Assignment is made as of February 6, 2013 (the "Effective Date") by Michael Machat, an individual ("Assignor") and Vampire Brands, LLC, a Delaware LLC using the address of 9903 Santa Monica Blvd., Beverly Hills, CA 90212 ("Assignee")

## RECITALS

Assignor owns the following United States Trademark Registrations and Trademark Applications ("Trademarks")

VAMPIRE	4242359
DRACULA'S BLOOD	4147206
VAMPIRE	3290011

The Assignor now desires to transfer to Assignee all its right, title and interest in the Trademarks.

## CLAUSES

For good and valuable consideration, receipt and sufficiency of which the Assignor specifically acknowledges:

Assignor grants, conveys, transfers, alienates and assigns to Assignee, for and throughout the world, Assignor's right, title and interest (legal, equitable, use and otherwise) in and to any and all: (i) the right to file and register the same in Assignee's name with any governmental authority; (ii) rights to record the transfers made under this Assignment in the United States Patent and Trademark Office and in any other public offices of any governmental authorities throughout the world; (iii) rights to sue for, collect and retain damages predicted on present or future infringements of the preceding, as well as all other claims and rights to damages associated with the preceding, whether predicated on past, present or future actions or omissions, and whether or not currently known or unknown; and (iv) all goodwill associated with the Trademarks.

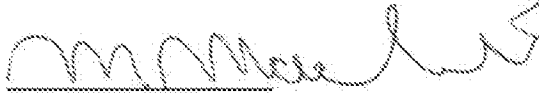
Assignor's assignment of the Trademarks to Assignee under this Assignment constitutes a complete, absolute, and exclusive transfer of all rights (legal, equitable, use and otherwise) in the Trademarks, whether currently existing or arising or recognized in the future. Assignor does not reserve or retain any right, title, or interest in the Trademarks. Assignor acknowledges and agrees that the Trademarks constitute the sole and exclusive property of Assignee.

Assignor represents and warrants that it has the full power and authority: (i) to enter into this Assignment; (ii) to grant to Assignee all rights in and to the Trademarks; and (iii) to perform all of its obligations under this Assignment.

This Assignment shall be binding upon and inure to the benefit of Assignee, its successors and assigns of Assignor and its permitted successors. This Assignment supersedes any prior understandings, written agreements, or oral arrangements among the parties which concerns the subject matter of this Assignment. The terms of this Assignment shall govern if there is any conflict between this Assignment and any other written instrument which concerns or affects the subject matter of this Assignment.

This Assignment constitutes the complete understanding among the parties. No alternation or modification of any of this Assignment's provisions shall be valid unless made in a written instrument which both parties sign.

Michael Machat

A handwritten signature in cursive script, appearing to read "Michael Machat", written in black ink. The signature is positioned below the printed name and extends slightly to the right.