

## TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
David L Balaban		02/11/2013	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Be Here Now Foundation		
Street Address:	12 Timber Creek Lane		
City:	Newark		
State/Country:	DELAWARE		
Postal Code:	19711		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85692657	BE HERE NOW	
CORRESPONDENCE DATA			
Fax Number:	7753715483		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(215) 853-8259		
Email:	sfarmer@patentstrademarks.com		
Correspondent Name:	Shawn R. Farmer		
Address Line 1:	100 W. Main Street		
Address Line 2:	Suite 205		
Address Line 4:	Lansdale, PENNSYLVANIA 19446		
ATTORNEY DOCKET NUMBER:	1940-100		
NAME OF SUBMITTER:	Shawn R. Farmer		
Signature:	/Shawn R. Farmer/		

Date:

02/11/2013

**Total Attachments: 3**

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**TRADEMARK ASSIGNMENT**

**THIS ASSIGNMENT** is made the \_\_\_\_\_ day of February 2013, by and between David L. Balaban ("Assignor"), a United States citizen with the address PO Box 1962, Bloomfield, New Jersey 07003, and BE HERE NOW FOUNDATION ("Assignee"), a Corporation organized under the laws of Delaware with a principal place of business at 12 timber Creek Lane, Newark, Delaware 19771;

**WHEREAS**, Assignor is the owner of pending U.S. trademark application Serial No. 85/692,657 attached as Exhibit A (hereinafter, the "Mark");

**WHEREAS**, Assignee seeks to acquire the Mark, together with the goodwill of the business associated with the Mark and the registration thereof, in a form acceptable for recordation by the United States Patent and Trademark Office; and


**WHEREAS**, Assignee is the successor to the portion of the ongoing business of Assignor to which the Mark pertains, as permitted by 15 U.S.C. §1060(a)(1).

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business associated with the Mark, the right to license and sublicense the Mark, and together with all claims for damages by reason of past infringement thereof, with the right to sue for, and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns, licensees, and legal representatives.

**IN WITNESS WHEREOF**, Assignor and Assignee have caused this Assignment to be duly executed by the undersigned authorized representatives.


**David L. Balaban**

Assignor

  
Name: David Balaban  
Title: \_\_\_\_\_  
Date: 2-11-13

**BE HERE NOW FOUNDATION**

Assignee

  
Name: David Balaban  
Title: President  
Date: 2-11-13

# Exhibit A

# BE HERE NOW

**Word Mark** BE HERE NOW  
**Goods and Services** IC 025 US 022 039. G & S: Hats; Shirts. FIRST USE: 20120731. FIRST USE IN COMMERCE: 20120731  
IC 035. US 100 101 102. G & S: On-line retail store services featuring clothing and paper products. FIRST USE: 20120731. FIRST USE IN COMMERCE: 20120731

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 85692657  
**Filing Date** August 1, 2012  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** January 8, 2013  
**Owner** (APPLICANT) Galaban, David L. INDIVIDUAL UNITED STATES PO Box 1962 Bloomfield NEW JERSEY 07003  
**Attorney of Record** Shawn R. Farmer  
**Type of Mark** TRADEMARK. SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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