

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
Adrian Moeller		03/19/2013	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Mass Appeal Media, Inc.		
Street Address:	84 wooster Street, #504		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10012		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85674621	MASS APPEAL	
CORRESPONDENCE DATA			
Fax Number:	3105564617		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3105561956		
Email:	mmartin@fpallaw.com		
Correspondent Name:	Michael Martin		
Address Line 1:	1925 Century Park East, Suite 2050		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	MASS APPEAL		
NAME OF SUBMITTER:	Michael P. Martin		
Signature:	/Michael P. Martin/		
Date:	04/08/2013		
Total Attachments: 2 source=Executed.AdrianAssignment#page1.tif source=Executed.AdrianAssignment#page2.tif			

OP \$40.00 85674621

ASSIGNMENT

WHEREAS Adrian Moeller, a United States Citizen (hereinafter "ASSIGNOR") is the owner of all title, rights and interest to the following trademark: MASS APPEAL, as set forth in U.S. Trademark Application No. 85/674621 (hereinafter referred to as the "MASS APPEAL Mark").

WHEREAS, ASSIGNOR warrants that he is the owner of all title, rights and interest to said MASS APPEAL Mark, and all goodwill associated therewith;

WHEREAS, Mass Appeal Media, Inc., a Delaware Corporation (hereinafter "ASSIGNEE"), is desirous of acquiring all title, rights and interest to said MASS APPEAL Mark and all goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the said ASSIGNOR hereby assigns, sells and sets over to said ASSIGNEE, its successors and assigns, all title, rights and interest to said MASS APPEAL Mark, together with the goodwill associated therewith, including the application to register the Mark and the right to sue for past infringement and collect damages therefore.

Executed at 176 North St on the 19th day of March, 2013.
Bk, NY 11211

ADRIAN MOELLER

.....
Adrian Moeller

MASS APPEAL MEDIA, INC.

.....
By: Rebekah B. Henderbee
Title: owner ~~founder~~

ASSIGNMENT

WHEREAS Adrian Moeller, United States Citizens (hereinafter "ASSIGNOR") is the owner of all title, rights and interest to the following trademark: MASS APPEAL, as set forth in U.S. Trademark Registration No. 2,925,206, and certain other rights in the MASS APPEAL logos and designs (hereinafter individually and collectively referred to as the "MASS APPEAL Marks").

WHEREAS, ASSIGNOR warrants that his is the owner of all title, rights and interest to said MASS APPEAL Marks, including said U.S. Trademark Registration, and all goodwill associated therewith;

WHEREAS, Mass Appeal Media, Inc., a Delaware Corporation (hereinafter "ASSIGNEE"), is desirous of acquiring all title, rights and interest to said MASS APPEAL Marks and all goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the said ASSIGNOR hereby assigns, sells and sets over to said ASSIGNEE, its successors and assigns, all title, rights and interest to said MASS APPEAL Marks including United States Trademark Registration No. 2,925,206, together with the goodwill associated therewith, including the right to sue for past infringement and collect damages therefore.

Executed at 176 N 9th St on the 19th day of March 2013.
Bk, NY 11211

ADRIAN MOELLER

.....
Adrian Moeller

MASS APPEAL MEDIA, INC.

.....
By: Peter Bittenbender

Title: Founder