

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 Baker		04/02/2013	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Bakermora LLC		
Street Address:	41 Fox Hedge Road		
City:	Colts Neck		
State/Country:	NEW JERSEY		
Postal Code:	07722		
Entity Type:	LIMITED LIABILITY COMPANY: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3220520	JUSTRITE	
CORRESPONDENCE DATA			
Fax Number:	2033231803		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(203) 323-1800		
Email:	pto@gordonjacobson.com		
Correspondent Name:	Gordon & Jacobson, P.C.		
Address Line 1:	60 Long Ridge Road		
Address Line 2:	Suite 407		
Address Line 4:	Stamford, CONNECTICUT 06902		
ATTORNEY DOCKET NUMBER:	RICH-TM-001		
NAME OF SUBMITTER:	David S. Jacobson		
Signature:	/David S. Jacobson/		
Date:	05/01/2013		
Total Attachments: 1 source=Assign2-Signed-RICH-TM-001#page1.tif			

CH \$40.00 3220520

Assignment of Trademark Rights

Michael Baker, an individual, having an address of 41 Fox Hedge Rd.
Colts Neck, NJ 07722 is the owner of the trademark:

JUSTRITE

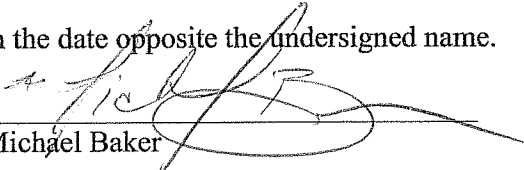
used for clothing containing a heating or cooling apparatus or a thermal pack, namely, headbands and wraps for use on wrists, knees, ankles and abdominal area in International Class 25.

For good and valuable consideration, the receipt of which is acknowledged, Robert Richelieu hereby:

assigns to Bakermora LLC, a Limited Liability Company, with a principal place of business at 41 Fox Hedge Road, Colts Neck, NJ 07722, all of the rights, title and interest throughout the world in the above trademark together with all of the good will associated with the above trademark throughout the world; together with all rights to **Registration No. 3,220,520** issued on March 20, 2007.

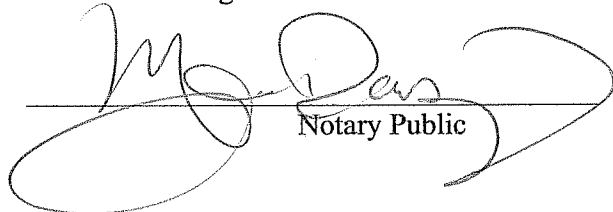
In witness whereof, executed by the undersigned on the date opposite the undersigned name.

Dated: 4/2/13

BY: 
Michael Baker

State of New Jersey)
) ss:
County of Union)

BE IT KNOWN, that on this 2nd day of April, 2013, personally appeared Michael Baker, to me known and known to me to be the individual described in and who executed the foregoing assignment and he acknowledged to me that he executed the same.


Notary Public

SEAL

My commission expires: 2/10/2018

MARIELA L. ROUSEY
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires 2/10/2018