

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
Hanna Labs, Inc.		04/04/2013	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Spice Innovations, Inc.
Street Address:	4299 MacArthur Boulevard
Internal Address:	Suite 100
City:	Newport Beach
State/Country:	CALIFORNIA
Postal Code:	92660
Entity Type:	CORPORATION: CALIFORNIA

Name:	George Zavala
Street Address:	4299 MacArthur Boulevard
Internal Address:	Suite 100
City:	Newport Beach
State/Country:	CALIFORNIA
Postal Code:	92660
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	85364185	BEERCHELADAS!

CORRESPONDENCE DATA

Fax Number: 3109793603
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Phone: (310) 979-3600
 Email: marc@hankinpatentlaw.com

Correspondent Name: Marc E. Hankin
Address Line 1: 12400 Wilshire Blvd.
Address Line 2: Suite 1265
Address Line 4: Los Angeles, CALIFORNIA 90025

NAME OF SUBMITTER:

Marc E. Hankin

Signature:

/Marc E. Hankin/

Date:

05/01/2013

Total Attachments: 1

source=BEECHELADAS-Assignment#page 1.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into effect as of the 4th day of April, 2013 by and between, on the one hand, Hanna Labs, Inc., a California Corporation (herein after referred to as "Assignor"), and, on the other hand, Spice Innovations, Inc. a California Corporation and George Zavala, an Individual (hereinafter Collectively referred to as "Assignee");

WHEREAS, Assignor is the applicant and owner of record of U.S. Trademark Application Serial No. 85/364,185 for BEERCHELADAS! (the "Mark") as recorded in the U.S. Patent and Trademark Office; and

WHEREAS, Assignee and Assignor desire to enter into this Assignment to effect the transfer of the Mark to Assignee; and

NOW, THEREFORE, for and in consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. **Transfer and Assignment.** Assignor hereby transfers and assigns to Assignee all of its rights, title, and interest in and to the Mark, together with the goodwill associated herewith and the right to recover for damages and profits and other remedies for past infringements of the Mark and the right to prosecute this and any other applications or registrations of the Mark.

2. **Further Documentation and Actions.** Assignor hereby agrees to execute and deliver to Assignee any further documents and instruments, and to do any and all further reasonable acts, to vest in Assignee Assignor's right, title, and interest in and to the Mark, and to enable such right, title, and interest to be recorded in the United States Patent and Trademark Office and any other appropriate governmental authority or agency of the United States and internationally.

"ASSIGNOR"

Hanna Labs, Inc.

By: 
Name: Sally Villalobos
Title:

"ASSIGNEE"

Spice Innovations, Inc. and George Zavala

By: /George Zavala/
Name: George Zavala
On behalf of both assignees