

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Broneah, Inc		03/18/2013	CORPORATION: MICHIGAN

**RECEIVING PARTY DATA**

<b>Name:</b>	M22, LLC
<b>Street Address:</b>	125 E. Front Street
<b>City:</b>	Traverse City
<b>State/Country:</b>	MICHIGAN
<b>Postal Code:</b>	49684
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MICHIGAN

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	3992622	LOVE
Registration Number:	3996410	THE M-22 CHALLENGE
Registration Number:	3992159	M22
Registration Number:	3992151	M22
Registration Number:	3348635	M 22 M22ONLINE.COM
Registration Number:	3427900	M22

**CORRESPONDENCE DATA**

Fax Number: 2319320636  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 231-932-0411  
 Email: brianhall@traverselegal.com  
 Correspondent Name: Brian A. Hall / Traverse Legal, PLC  
 Address Line 1: 810 Cottageview Drive, Unit G-20  
 Address Line 4: Traverse City, MICHIGAN 49684

OP \$165.00 3992622

ATTORNEY DOCKET NUMBER:	M22 TM ASSIGNMENT
NAME OF SUBMITTER:	Brian A. Hall
Signature:	/BAH/
Date:	05/13/2013
Total Attachments: 3 source=FINAL TM ASSIGN#page1.tif source=FINAL TM ASSIGN#page2.tif source=FINAL TM ASSIGN#page3.tif	

## ASSIGNMENT OF TRADEMARK

This Trademark Assignment ("Assignment") is made effective as of March 18, 2013, between the following two parties:

The Assignor: Broneah, Inc.  
Legal Address: 125 E. Front Street  
Traverse City, MI 49684  
United States

The Assignee: M22, LLC  
Legal Address: 125 E. Front Street  
Traverse City, MI 49684  
United States

WHEREAS, the Assignor, a corporation registered in and subject to the laws of the State of Michigan, owns the trademarks and service marks ("Marks") as described in Schedule A, attached hereto and incorporated by reference herein, together with all rights in the Marks in connection with the goods and services on which the Marks are used;

WHEREAS, the Assignor desires to convey, transfer, assign, deliver, and contribute to the Assignee all of its right, title, and interest in and to the Marks;

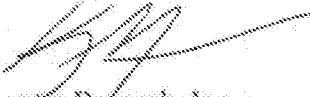
WHEREAS, the Assignee is a limited liability company registered in and subject to the laws of the State of Michigan and desires to acquire all rights to the Marks; and

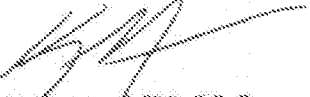
WHEREAS, the Assignor agrees to assign the Marks to the Assignee and the Assignee agrees to accept the assignment of the Marks.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby conveys, transfers, assigns, delivers, and contributes to the Assignee all of the Assignor's right, title, and interest of whatever kind in and to the Marks, together with (1) the goodwill of the business relating to the products and services in respect upon which the Mark is used and for which it is registered: (2) all income, royalties, and damages hereafter due or payable to the Assignor with respect to the Marks, including without limitation, payments for past or future infringements and misappropriations of the Marks: and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

The Assignor further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the Marks, including, but not limited to, changing the registered owner of the Marks with the USPTO.

IN WITNESS WHEREOF, the Assignor and the Assignee have duly executed under seal and delivered this Assignment, as of the day and year first above written.

By:   
The Assignor: Broncah, Inc.  
Representative: Keegan Myers

By:   
The Assignee: M22, LLC  
Representative: Keegan Myers

## SCHEDULE A

1. UNITED STATES FEDERAL TRADEMARK REGISTRATION NO. 3992622  
LOVE (design plus word mark)
2. UNITED STATES FEDERAL TRADEMARK REGISTRATION NO. 3996410  
THE M22 CHALLENGE
3. UNITED STATES FEDERAL TRADEMARK REGISTRATION NO. 3992159  
M22 (Design mark/ IC 035- Retail store)
4. UNITED STATES FEDERAL TRADEMARK REGISTRATION NO. 3992151  
M22 (Character mark / IC 035- Retail store)
5. UNITED STATES FEDERAL TRADEMARK REGISTRATION NO. 3348635  
M22 M22ONLINE.COM
6. UNITED STATES FEDERAL TRADEMARK REGISTRATION NO. 3427900  
M22 (Character mark / IC 033-Wine)