

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
Maran, Inc.		07/03/2013	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Maran, Inc.		
Street Address:	1400 Broadway		
Internal Address:	28th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3091344	BLUE SPICE	
Registration Number:	3015905	D' JEANS	
Registration Number:	1822905	SQUEEZE	
CORRESPONDENCE DATA			
Fax Number:	2014883884		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(201) 343-7775		
Email:	goldbergpat@earthlink.net		
Correspondent Name:	Richard M. Goldberg		
Address Line 1:	25 East Salem Street		
Address Line 2:	Suite 419		
Address Line 4:	Hackensack, NEW JERSEY 07601		
ATTORNEY DOCKET NUMBER:	152/3/ADM		

OP \$90.00 3091344

NAME OF SUBMITTER:	Richard M. Goldberg
Signature:	/Richard M. Goldberg/
Date:	07/03/2013
Total Attachments: 4 source=152-adm-Maran-TM-Assignment#page1.tif source=152-adm-Maran-TM-Assignment#page2.tif source=152-adm-Maran-TM-Assignment#page3.tif source=152-adm-Maran-TM-Assignment#page4.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made as of the date signed below.

WHEREAS, Maran, Inc., a California corporation, having a principal place of business at 1400 Broadway, 28th Floor, New York, New York 10018 (hereinafter referred to as ASSIGNOR), is the owner of all right, title and interest in and to the trademarks and U.S. trademark registrations recited in Appendix A hereto, and in and to the goodwill of the business appertaining thereto and which is symbolized thereby;

WHEREAS, Maran, Inc., a Delaware corporation, having a principal place of business at 1400 Broadway, 28th Floor, New York, New York 10018 (hereinafter referred to as ASSIGNEE), desires to acquire from ASSIGNOR all right, title and interest in and to said trademarks and U.S. trademark registrations recited in Appendix A hereto, and in and to the goodwill of the business appertaining thereto and which is symbolized thereby;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby sell, transfer, convey and assign unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in and to said trademarks and U.S. trademark registrations recited in Appendix A hereto, and in and to the goodwill of the business appertaining thereto and which is

symbolized thereby, with the right to recover for past infringements thereof;

ASSIGNOR confirms that it owns said trademarks and U.S. trademark registrations recited in Appendix A hereto, and in and to the goodwill of the business appertaining thereto and which is symbolized thereby, and that it has the full right and power to transfer the trademarks and said registrations;

ASSIGNOR hereby authorizes and requests the U.S. Patent and Trademark Office to issue all Renewals for said trademarks to ASSIGNEE, its successors, legal representatives and assigns, as assignee thereof, in accordance with the terms of this Assignment.

ASSIGNOR hereby further covenants and agrees that it will communicate to ASSIGNEE, its successors, legal representatives and assigns, any facts known to it respecting said trademarks and registrations, and will make all rightful oaths, sign all necessary papers and generally do everything possible to aid ASSIGNEE, its successors, legal representatives and assigns, to transfer to ASSIGNEE and to obtain and maintain proper trademark protection in the name of ASSIGNEE for said trademarks and registrations.

IN WITNESS WHEREOF, ASSIGNOR has executed this Trademark
Assignment the last day, month and year signed below.

EXECUTED by the above-named
Maran, Inc.
(California Corporation)

) July 3, 2013
Date

in accordance with the laws
of its incorporation

) Richard Huang
Signature

) _____
Name : Richard Huang
Title of Officer:
Executive Vice President

APPENDIX A

UNITED STATES TRADEMARK REGISTRATIONS

<u>Reg. Nos.</u>	<u>Marks</u>
3,091,344	BLUE SPICE
3,015,905	D' JEANS
1,822,905	SQUEEZE