

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
Spongeables LLC		05/09/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Evriholder Products LLC		
Street Address:	1500 South Lewis St.		
City:	Anaheim		
State/Country:	CALIFORNIA		
Postal Code:	92805		
Entity Type:	LIMITED LIABILITY COMPANY: INDIANA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2989423	SOAP 'N SPONGE ALL IN ONE	
Registration Number:	3363107	SPONGEABLES	
Registration Number:	3177767	SPONGEABLES	
Serial Number:	85760548	SPONGEABLES ANTI-CELLULITE BODY WASH IN	
Serial Number:	85923617	HAUTE DOG	
CORRESPONDENCE DATA			
Fax Number:	2136870498		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	2137872523		
Email:	trademarks@novakdruce.com		
Correspondent Name:	Victor K. Sapphire, Esq.		
Address Line 1:	333 S Grand Avenue		
Address Line 2:	Twenty-third Floor c/o Novak Druce et al		
Address Line 4:	Los Angeles, CALIFORNIA 90071		

OP \$140.00 2989423

ATTORNEY DOCKET NUMBER:	EVRIHOLDER-1
NAME OF SUBMITTER:	Victor K. Sapphire, Esq.
Signature:	/victorsapphire/
Date:	07/10/2013
Total Attachments: 4 source=15 - Trademark Assignment(75066390_1)#page1.tif source=15 - Trademark Assignment(75066390_1)#page2.tif source=15 - Trademark Assignment(75066390_1)#page3.tif source=15 - Trademark Assignment(75066390_1)#page4.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Spongeables LLC, a Delaware limited liability company having its principal address at 460 S. Hindry Ave., Suite D, Inglewood, California 90301 ("Assignor") is the owner of the registered and unregistered trademarks on attached Exhibit "A" (the "Marks") and associated U.S. federal and foreign trademark applications and registrations as set forth therein (the "Applications and Registrations"), that portion of the business associated with the Marks and the goodwill represented by the Marks.

WHEREAS, Evriholder Products LLC, an Indiana limited liability company having its principal address at 1500 South Lewis St., Anaheim, California 92805 ("Assignee"), desires to acquire Assignor's rights, title and interest in and to the Marks and the Applications and Registrations, the portion of the business to which the Marks pertain and the proportionate goodwill represented thereby.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey to Assignee, and Assignee does hereby accept from Assignor, all of Assignor's right, title and interest in and to the Marks and the portion of the Assignor's existing and ongoing business to which the Marks pertain, and the Application and goodwill represented by the Marks, free and clear of all security interests and liens effective as of the date of this Assignment, together with the right to bring and prosecute any claims or causes of action for past infringement of the Marks or the Applications and Registrations and the sole obligation to defend any third-party attacks on the Marks or the Applications and Registrations. Additionally, Assignee takes the foregoing portion of the Assignor's business free and clear of any and all debts, liens, claims by or other obligations to third-parties. Assignee acknowledges that Assignor has no continuing responsibility to maintain the Marks and/or Applications and Registrations on a going forward basis, and Assignee shall solely bear all liability for the costs of defense against claims by and obligations to third-parties, and agrees to defend and hold Assignor harmless against any third-party claims in connection with the Marks.

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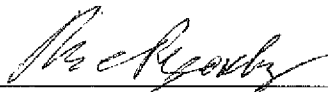
The United States Patent and Trademark Office is hereby authorized to deliver to Assignee, its attorneys, agents, successors or assigns, all official documents and communications as may be warranted by this Assignment.

IN WITNESS WHEREOF, this Assignment is effective as of May 9, 2013.

SPONGEABLES LLC

EVRIHOLDER PRODUCTS LLC

By:



By:

Name:

MICHAEL POPOVSKY

Name:

Title:

CEO

Title:

The United States Patent and Trademark Office is hereby authorized to deliver to Assignee, its attorneys, agents, successors or assigns, all official documents and communications as may be warranted by this Assignment.

IN WITNESS WHEREOF, this Assignment is effective as of May 9, 2013.

SPONGEABLES LLC

By:

Name:

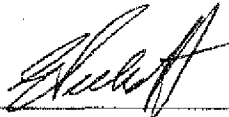
Title:

EVRIHOLDER PRODUCTS LLC

By:

Name:

Title:



Gary Seehoff

Chief Executive Officer

EXHIBIT "A"

Mark	Registration/Application No.
SOAP 'N SPONGE ALL IN ONE	2989423
SPONGEABLES	3363107
SPONGEABLES	3177767
SPONGEABLES	856557 (Madrid)
SPONGEABLES	1228106 (Canada)
SPONGEABLES ANTI-CELLULITE BODY WASH IN A SPONGE	85760548
HAUTE DOG	85923617