

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---------------|----------|----------------|---------------------------|
| William Adams | | 07/19/2013 | INDIVIDUAL: UNITED STATES |

RECEIVING PARTY DATA

| | |
|-------------------|---------------------------------------|
| Name: | i.am.symbolic, llc |
| Street Address: | 450 N. Roxbury Drive, 8th Floor |
| Internal Address: | c/o Hertz, Lichtenstein & Young, LLP |
| City: | Beverly Hills |
| State/Country: | CALIFORNIA |
| Postal Code: | 90210 |
| Entity Type: | LIMITED LIABILITY COMPANY: CALIFORNIA |

PROPERTY NUMBERS Total: 10

| Property Type | Number | Word Mark |
|----------------------|----------|-----------|
| Registration Number: | 2433688 | I AM |
| Registration Number: | 3678106 | WILL.I.AM |
| Registration Number: | 3707981 | WILL.I.AM |
| Serial Number: | 85044494 | I AM |
| Serial Number: | 85044495 | I AM |
| Serial Number: | 85044496 | I AM |
| Serial Number: | 85044497 | I AM |
| Serial Number: | 85044498 | I AM |
| Serial Number: | 85044499 | I AM |
| Serial Number: | 77685865 | WILL.I.AM |

CORRESPONDENCE DATA

Fax Number: 3102283953

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

TRADEMARK

via US Mail.

Phone: 310.228.3700
Email: rwalsh@smrh.com
Correspondent Name: Jill M. Pietrini
Address Line 1: 1901 Avenue of the Stars, Suite 1600
Address Line 2: Sheppard Mullin Richter & Hampton LLP
Address Line 4: Los Angeles, CALIFORNIA 90067-6017

| | |
|-------------------------|------------------|
| ATTORNEY DOCKET NUMBER: | 29WV-165530 |
| NAME OF SUBMITTER: | Jill M. Pietrini |
| Signature: | //jmp// |
| Date: | 07/25/2013 |

Total Attachments: 2
source=TM Assignment - William Adams to i.am.symbolic, llc#page1.tif
source=TM Assignment - William Adams to i.am.symbolic, llc#page2.tif

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT is made by and between William Adams, an individual, having his principal place of business at c/o Hertz, Lichtenstein & Young, LLP, 450 N. Roxbury Drive, 8th Floor, Beverly Hills, California 90210 ("Assignor") and i.am.symbolic, llc, a limited liability company organized under the laws of the State of California, having its principal place of business at c/o Hertz, Lichtenstein & Young, LLP, 450 N. Roxbury Drive, 8th Floor, Beverly Hills, California 90210 ("Assignee").

WHEREAS, Assignor owns all right, title and interest in and to the trademarks, the U.S. Registrations thereof, identified below (hereinafter the "Will Adams Marks" and "Will Adams Registrations" respectively), along with the goodwill of the business appurtenant to said Will Adams Marks and Will Adams Registrations:

| Mark | Class | App./Reg. No. | Filing/ Reg. Date |
|----------|-------|---------------|----------------------|
| I AM | 25 | 76/039,669 | 5/3/00 |
| | | 2,433,688 | 3/6/01 |
| WILL.IAM | 9 | 77/665,543 | 2/9/09 |
| | | 3,678,106 | 9/1/09 |
| WILL.IAM | 41 | 77/666,402 | 2/9/09 |
| | | 3,707,981 | 11/10/09 |

WHEREAS, Assignor has agreed to assign all right, title, and interest in the Will Adams Marks and the Will Adams Registrations, together with the goodwill associated with the Will Adams Marks, to Assignee and any and all claims, demands, and causes of action for infringement of the Will Adams Marks, past, present and future, and all of the proceeds from the foregoing.

WHEREAS, Assignor has an intent to use the marks identified below, and filed applications to register the marks I AM in Classes 3, 9, 14, 18, 25 and 41, and WILL.IAM in Classes 3, 14, 18 and 25, based on his intent to use the marks for those goods listed in the United States trademark applications identified below (hereinafter the "Other Marks" and "Other Applications", respectively). Assignor has not yet filed amendments to allege use under 15 U.S.C. § 1051(b)(1)(c) or statements of use under 15 U.S.C. § 1051(b)(1)(d) for the Other Applications.

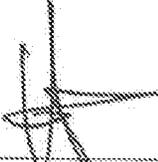
| Mark | Class | App. No. | Filing Date |
|----------|----------------|------------|-------------|
| I AM | 3 | 85/044,494 | 5/21/10 |
| I AM | 9 | 85/044,495 | 5/21/10 |
| I AM | 14 | 85/044,496 | 5/21/10 |
| I AM | 18 | 85/044,497 | 5/21/10 |
| I AM | 25 | 85/044,498 | 5/21/10 |
| I AM | 41 | 85/044,499 | 5/21/10 |
| WILL.IAM | 3, 14, 18 & 25 | 77/685,863 | 3/6/09 |

WHEREAS, Assignor is assigning the Other Marks and the Other Applications to Assignee as part of the entire business or portion thereof to which the Other Marks pertain as required by 15 U.S.C. § 1060.

WHEREAS, Assignee, the successor of the ongoing and existing business or portion thereof of Assignor's business to which the Other Marks pertain, is desirous of acquiring the Other Marks and the Other Applications, including the goodwill associated with the ongoing and existing business, the Other Marks and any and all claims, demands, and causes of action for infringement, of the Other Marks, past, present, and future, and all of the proceeds from the foregoing.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States and in any other country in the world in and to the Will Adams Marks, the Other Marks, the Will Adams Registrations, and the Other Registrations, together with the goodwill of the business symbolized by the Will Adams Marks and the Other Marks, and any and all claims, demands, and causes of action for infringement of the Will Adams Marks and the Other Marks, past, present, and future, and all of the proceeds from the foregoing.

Signed at Los Angeles, California effective this 19th day of July, 2013.


 Will Adams
 Assignor

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