

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
Gregory Hinrichs		07/29/2013	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	5H Concepts, LLC		
Street Address:	5236 Michelson Dr.		
Internal Address:	D29		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92612		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85584124	HUMMERBAR	
Serial Number:	85741131	HUMMERJUICE	
CORRESPONDENCE DATA			
Fax Number:	2023935350		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2026386666		
Email:	trademark@jhip.com,lweiss@jhip.com		
Correspondent Name:	Harvey B. Jacobson, Jr.		
Address Line 1:	400 7th St., N.W.		
Address Line 2:	6th Floor		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	6208/A01011		
NAME OF SUBMITTER:	Leesa N Weiss		

OP \$65.00 85584124

Signature:	/Leesa N Weiss/
Date:	08/01/2013
Total Attachments: 3 source=A01011 First Assignment#page1.tif source=A01011 First Assignment#page2.tif source=A01011 First Assignment#page3.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the _____ day of July, 2013, by and between Greg Hinrichs, an individual having a place of business at 5236 Michelson Dr., D29, Irvine, California (hereinafter referred to as "ASSIGNOR"), and SH Concepts, LLC, a California Limited Liability Company having its principal place of business at 5236 Michelson Dr., D29, Irvine, California (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used, is using, and is, to the best of its knowledge and belief, the owner of the trademarks listed in Schedule A, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Trademarks") worldwide;

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of the federal trademark applications relating to the Trademarks listed in Schedule B, attached hereto and incorporated herein by reference (hereinafter collectively referred to as "Applications");

WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the Trademarks and Applications worldwide and any other registered or unregistered trademarks owned or used by ASSIGNOR or any of its licensees worldwide; and

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks and Applications worldwide and any other registered or unregistered trademarks owned or used by ASSIGNOR or any of its licensees worldwide;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the following:

- (1) the Trademarks set forth in Schedule A;
- (2) the Applications set forth in Schedule B; and
- (3) any other registered or unregistered trademarks owned or used anywhere in the world by ASSIGNOR or any of its licensees;

together with the goodwill symbolized by said Trademarks, Applications and other registered or unregistered trademarks owned or used anywhere in the world by ASSIGNOR or any of its licensees concurrent with the transfer of certain tangible assets as indicia of said goodwill.

Executed at IRVINE, CA, California, this 29 day of July, 2013.

Greg Hinrichs
An individual having a place of business at 5236 Michelson Dr., D29, Irvine, California

By: _____
Greg Hinrichs

Executed at Irvine, California, this 29 day of July, 2013.

SH Concepts, LLC
a California Limited Liability Company having a place of business at 5236 Michelson Dr., D29, Irvine, California

By: _____
Steven Carl Hinrichs, President

SCHEDULES TO TRADEMARK ASSIGNMENT

SCHEDULE A

Marks: HUMMERJUICE

HUMMERBAR

SCHEDULE B

Federal Trademark Applications

<u>MARK</u>	<u>INT'L CLASS</u>	<u>SERIAL NO.</u>
HUMMERJUICE	31	85/741,131
HUMMERBAR	21	85/584,124

15696270
072913

STATE OF CALIFORNIA)

COUNTY OF Orange) ss.

On July 29, 2013 before me, D. Estrada Perez, Notary Public, personally appeared GREG HINRICH who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person), or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]



D. Estrada Perez
Signature of Notary Public

STATE OF CALIFORNIA)

COUNTY OF Orange) ss.

On July 29, 2013, before me, D. Estrada Perez, Notary Public, personally appeared Steven Hinrichs who proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]



D. Estrada Perez
Signature of Notary Public