

TRADEMARK ASSIGNMENT

Electronic 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
Bright Ideas, Inc.		05/17/2013	CORPORATION:
RECEIVING PARTY DATA			
Name:	AP Global Inc.		
Street Address:	31352 Via Colinas		
City:	Westlake Village		
State/Country:	CALIFORNIA		
Postal Code:	91362		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3962827	TRUCCELL	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	gail@accessorypower.com		
Correspondent Name:	Gail Breines		
Address Line 1:	30242 Belmont Court		
Address Line 4:	Agoura Hills, CALIFORNIA 91301		
NAME OF SUBMITTER:	Gail Breines		
Signature:	/Gail Breines/		
Date:	09/23/2013		
Total Attachments: 1 source=Trucell#page1.tif			

OP \$40.00 3962827

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is effective as of the 17th day of May 2013 by and between Bright Ideas, Inc., a California corporation (hereinafter "Assignor") and AP Global Inc, a California corporation ("Assignee").

WHEREAS, Assignor filed for and received registration of the trademark TruCell, Reg. No 3962827 in the United States Patent and Trademark Office (hereinafter referred to as the 'Trademark');

WHEREAS, Assignee is desirous of acquiring all rights, title and interest in and to the Trademark worldwide; and

WHEREAS, Assignor is willing to assign to Assignee all rights, title and interest as Assignor may possess in and to the Trademark worldwide, along with the portion of the business to which the Trademark pertains.

NOW THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest as Assignor may possess in and to the Trademark worldwide, together with the goodwill symbolized by said Trademark.

Executed at Agoura Hills, California this 17th day of May 2013.

Bright Ideas, Inc.



Gail Breines
Secretary