

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
LAVA MARKETING GROUP, INC.		09/20/2013	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	JOCOR ENTERPRISES LLC		
Street Address:	1003 Bishop Street		
Internal Address:	Suite 1260		
City:	Honolulu		
State/Country:	HAWAII		
Postal Code:	96813		
Entity Type:	LIMITED LIABILITY COMPANY: HAWAII		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4017258	LAVA	
CORRESPONDENCE DATA			
Fax Number:	8085405044		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(808) 521-9233		
Email:	kkrzykowski@cades.com		
Correspondent Name:	KERI ANN K. S. KRZYKOWSKI, 60603		
Address Line 1:	1000 Bishop Street		
Address Line 2:	12th Floor		
Address Line 4:	Honolulu, HAWAII 96813		
ATTORNEY DOCKET NUMBER:	23985-1		
NAME OF SUBMITTER:	Keri Ann K. S. Krzykowski, 60,603		
Signature:	/Keri Ann K. S. Krzykowski/		

OP \$40.00 4017258

Date:

09/26/2013

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK RIGHTS

EFFECTIVE AS OF September 20, 2013, **LAVA MARKETING GROUP, INC.**, a Michigan corporation with a principal place of business located at 1238 Anderson Court, Clawson, Michigan 48017 (“**Assignor**”),

and

JOCOR ENTERPRISES LLC, a Hawaii limited liability company with a principal place of business located at 1003 Bishop Street, Suite 1260, Honolulu, Hawaii 96813 (“**Assignee**”),

agree as follows:

1. Background and Certain Definitions. Pursuant to the terms of a Settlement and Mutual Release Agreement by and between Assignor and Assignee and in settlement of Cancellation No. 92/056607 before the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office, Assignor desires to assign to Assignee all of Assignor’s trademark, service mark, and other rights to “LAVA” and “LAVA SMOKE” (hereinafter collectively referred to as the “**Mark**”), including U.S. Trademark Registration No. 4,017,258 for “LAVA”, for “Electric cigarettes; Electronic cigarettes” in International Class 34.

2. Assignment. In consideration of the sum of TEN DOLLARS (\$10.00) and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, and sets over unto Assignee all of Assignor’s right, title, and interest in and to the Mark, including U.S. Trademark Registration No. 4,017,258 for “LAVA” issued August 23, 2011;

TOGETHER WITH all goodwill symbolized by the Mark;

ALSO, TOGETHER WITH the right to sue for past infringement, if any there may be.

This Assignment shall be binding upon Assignor and Assignor’s shareholders, directors, officers, employees, agents, parent companies, affiliates, successors, successors in trust and assigns, and shall inure to the benefit of Assignee and Assignee’s successors and assigns. This Assignment can be amended only by a written instrument signed by both parties. This Assignment shall be interpreted and enforced under the laws of the State of Hawaii and the United States of America. The courts of the State of Hawaii, and the United States District Court for the District of Hawaii, and no other courts, shall have exclusive original jurisdiction over any dispute arising under this Assignment.

EXECUTION VERSION

IN WITNESS WHEREOF Assignor and Assignee have executed this Assignment as of the date first written above.

LAVA MARKETING GROUP, INC.

By *Walter S. ...*
Its President Assignor

JOCOR ENTERPRISES LLC

By *Cam ...*
Its MEMBER MANAGER Assignee