

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Mr. Robert Bruce		10/17/2013	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Mr. Jesse Schexnayder		
<b>Street Address:</b>	8863 Greenback Lane, Suite 325		
<b>City:</b>	Orangevale		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95662		
<b>Entity Type:</b>	INDIVIDUAL: UNITED STATES		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3638507	HOTSHOTZ REUSABLE HEAT PACK	
<b>Registration Number:</b>	3675852	COLDSHOTZ REUSABLE ICE PACK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9165205710		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	916-444-1000		
<b>Email:</b>	trademark@downeybrand.com		
<b>Correspondent Name:</b>	Michael J. Thomas, Esq.		
<b>Address Line 1:</b>	621 Capitol Mall, 18th Floor		
<b>Address Line 4:</b>	Sacramento, CALIFORNIA 95814		
<b>ATTORNEY DOCKET NUMBER:</b>	42183.0		
<b>NAME OF SUBMITTER:</b>	Michael J. Thomas		
<b>Signature:</b>	/michaeljthomas/		

CH \$65.00 3638507

Date:

10/21/2013

**Total Attachments: 3**

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is by Robert Bruce, a individual, with a principal place of business at 3710 Lone Tree Way, #160, Antioch, California 94509 ("Assignor") to Jesse Schexnayder, an individual, having its principal place of business at 8863 Greenback Lane, Suite 325, Orangevale, California 95662 ("Assignee").

RECITALS

WHEREAS, Assignor has adopted, used and is the owner of the trademark/service mark(s) and registrations (the "Marks"), identified as follows:

<u>MARK</u>	<u>SERIAL NUMBER</u>	<u>REGISTRATION NUMBER</u>	<u>REGISTRATION DATE</u>
	77/600973	3638507	June 16, 2009
	77/655781	3675852	September 1, 2009

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Marks, including any chose in action relating to said Marks, together with the goodwill of the business symbolized by the Marks and the registrations thereof;

AND, WHEREAS, it is desired that the assignment of the Marks identified herein be made of record in the United States Patent and Trademark Office.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Marks and the registrations identified above, together with the goodwill symbolized by the Marks, and any and all rights of recovery based on past infringement of said Marks and/or registrations, the same to be held and enjoyed by Assignee, its successors and assigns.

Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States to record Assignee as the assignee of any and all Assignor's right, title and interest in and to the Marks in accordance with the terms of this instrument.

Assignor agrees to assist Assignee in every legal way to evidence, record and perfect the assignment of the Marks described in the Recitals above and to apply for and obtain recordation of, and from time to time to enforce, maintain and defend the Marks.

IN WITNESS WHEREOF, Assignor has executed this Assignment on the date first written below.

Dated: Oct 17, 2013, 2013

Robert Bruce  
Robert Bruce

STATE OF \_\_\_\_\_ )  
  ) SS.  
COUNTY OF \_\_\_\_\_ )

On this \_\_\_\_ day of \_\_\_\_\_, 2013, personally appeared **Robert Bruce**, 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 his signature on this instrument, the entity upon behalf of which the person acted, executed the instrument.

\_\_\_\_\_  
Notary Public

*See  
attachment  
for notary  
10/17/2013*

# CALIFORNIA ALL-PURPOSE CERTIFICATE OF ACKNOWLEDGMENT

State of California

County of Los Angeles

On October 17, 2013 before me, Andre Robinson, notary public,  
(Here insert name and title of the officer)

personally appeared Robert Bruce

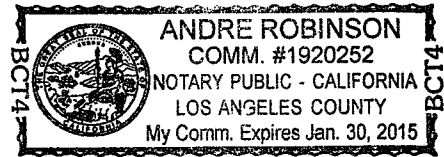
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), 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.

Andre Robinson  
Signature of Notary Public

(Notary Seal)



## ADDITIONAL OPTIONAL INFORMATION

### DESCRIPTION OF THE ATTACHED DOCUMENT

Trademark Assignment  
(Title or description of attached document)

(Title or description of attached document continued)

Number of Pages 2 Document Date 10/17/2013

(Additional information)

### CAPACITY CLAIMED BY THE SIGNER

- Individual (s)  
 Corporate Officer

(Title)

- Partner(s)  
 Attorney-in-Fact  
 Trustee(s)  
 Other \_\_\_\_\_

### INSTRUCTIONS FOR COMPLETING THIS FORM

Any acknowledgment completed in California must contain verbiage exactly as appears above in the notary section or a separate acknowledgment form must be properly completed and attached to that document. The only exception is if a document is to be recorded outside of California. In such instances, any alternative acknowledgment verbiage as may be printed on such a document so long as the verbiage does not require the notary to do something that is illegal for a notary in California (i.e. certifying the authorized capacity of the signer). Please check the document carefully for proper notarial wording and attach this form if required.

- State and County information must be the State and County where the document signer(s) personally appeared before the notary public for acknowledgment.
- Date of notarization must be the date that the signer(s) personally appeared which must also be the same date the acknowledgment is completed.
- The notary public must print his or her name as it appears within his or her commission followed by a comma and then your title (notary public).
- Print the name(s) of document signer(s) who personally appear at the time of notarization.
- Indicate the correct singular or plural forms by crossing off incorrect forms (i.e. ~~he/she/they~~, is /are) or circling the correct forms. Failure to correctly indicate this information may lead to rejection of document recording.
- The notary seal impression must be clear and photographically reproducible. Impression must not cover text or lines. If seal impression smudges, re-seal if a sufficient area permits, otherwise complete a different acknowledgment form.
- Signature of the notary public must match the signature on file with the office of the county clerk.
  - ❖ Additional information is not required but could help to ensure this acknowledgment is not misused or attached to a different document.
  - ❖ Indicate title or type of attached document, number of pages and date.
  - ❖ Indicate the capacity claimed by the signer. If the claimed capacity is a corporate officer, indicate the title (i.e. CEO, CFO, Secretary).
- Securely attach this document to the signed document