

## 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
Jaime Laurita Lifestyle Brands LLC		10/17/2013	LIMITED LIABILITY COMPANY: UNITED STATES
RECEIVING PARTY DATA			
Name:	SPECIALTY MARKETING GROUP, INC.		
Street Address:	30 Buckley Road		
City:	Stoughton		
State/Country:	MASSACHUSETTS		
Postal Code:	02072		
Entity Type:	CORPORATION: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85721156	BELLO BOY	
CORRESPONDENCE DATA			
Fax Number:	6177206307		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	6177205822		
Email:	shortell@lambertpatentlaw.com		
Correspondent Name:	Brendan M.Shortell		
Address Line 1:	92 State Street		
Address Line 2:	Suite 200		
Address Line 4:	Boston, MASSACHUSETTS 02109		
ATTORNEY DOCKET NUMBER:	13-153-AY		
NAME OF SUBMITTER:	Brendan M. Shortell		
Signature:	/Brendan M. Shortell/		

OP \$40.00 85721156

Date:

10/22/2013

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

This Assignment of marks ("Assignment") is made effective as of October 17, 2013 from Jaime Laurita Lifestyle Brands, LLC at 911 South Hill Street, Los Angeles, CA 90015 ("ASSIGNOR"), to Specialty Marketing Group, Inc. at 30 Buckley Road, Stoughton, MA 02072 ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of the U.S. Patent and Trademark Office Trademark Application, BELLO BOY, Serial Number 85721156 ("the MARK") together with the goodwill of the business symbolized thereby in connection with the services on which the MARK is used ("the Services").

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the MARK.

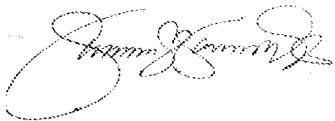
NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the MARK, together with (1) the goodwill of the business relating to the Services in respect upon which the MARK is used and for which it is registered: (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the MARK, including without limitation, damages, and payments for past or future infringements and misappropriations of the MARK: and (3) all rights to sue for past, present and future infringements or misappropriations of the MARK.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the MARK.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

**Assignor:**

**Date: 10/20/2013**



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James Laurita

