

TRADEMARK ASSIGNMENT

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<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>
Johann B. Verheem		11/15/2013	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bokwa, Ltd.		
<b>Street Address:</b>	136-138 Austin Road		
<b>Internal Address:</b>	502-3 Golden Gate Commercial Building		
<b>City:</b>	Kowloon		
<b>State/Country:</b>	HONG KONG		
<b>Entity Type:</b>	CORPORATION: HONG KONG		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85837828	PLAY 'TIL IT MELTS AWAY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6196967124		
<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>	619-696-6700		
<b>Email:</b>	ipdocket@gordonrees.com		
<b>Correspondent Name:</b>	Susan B. Meyer - Gordon & Rees LLP		
<b>Address Line 1:</b>	101 West Broadway, Suite 1600		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92101		
<b>ATTORNEY DOCKET NUMBER:</b>	BOKWA 1086019		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Susan B. Meyer - Gordon & Rees LLP		
<b>Address Line 1:</b>	101 West Broadway, Suite 1600		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92101		

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NAME OF SUBMITTER:	Susan B. Meyer
Signature:	/Susan B. Meyer/
Date:	11/20/2013
Total Attachments: 1 source=ASSIGN5#page1.tif	

ASSIGNMENT

WHEREAS, Johann B. Verheem ("Assignor"), an individual, whose residential address is 3315 Lilac Summit, Encinitas, California 92024, is the owner of the mark "PLAY TIL IT MELTS AWAY" ("Mark"), and has a *bona fide* intent to use the Mark in commerce in the United States in connection with providing "[d]igital media, namely, CDs, DVDs and high definition discs featuring physical fitness instruction and information," "[c]lothing," and "[p]roviding group exercise and fitness classes"; and

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the Mark in commerce in the United States in connection with the goods and services set forth hereinabove, said application having been filed on January 31, 2013, and having been assigned application no. 85/837,828; and

WHEREAS, Bokwa, Ltd. ("Assignee") an entity whose business address is Bokwa, Limited, 502-3 Golden Gate Commercial Building, 136-138 Austin Road, Kowloon, Hong Kong, is the successor to the ongoing and existing business of the Assignor to which the Mark pertains including the goodwill associated therewith; and

WHEREAS, Assignee is desirous of acquiring said Mark, the associated goodwill of the business relating thereto, and the pending trademark application therefor;

NOW, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor has sold, assigned and transferred, and by these presents does sell, assign, and transfer unto Assignee all right, title and interest throughout the world in and to (1) said Mark, and the pending application therefor, together with that portion of the goodwill and Assignor's business in connection with which it has a *bona fide* intent to use the Mark in commerce in the United States; (2) all income, royalties, and damages that become due or payable to the Assignor with respect to the Mark and any applications or registrations based thereon, including 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 hereby covenants that (1) it owns all right, title and interest in and to the Mark in the United States; (2) no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment except as noted herein; and (3) it will execute all documents, papers, forms, and authorizations and take all other actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the Mark.

Johann B. Verheem  
By:   
Name: Johann B. Verheem

Dated effective as of: 11/15/2013