

## 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
Moshe Inc. DBA Scent-Sation		12/31/2013	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	RDPR Limited		
Street Address:	26 Clifton Terrace		
City:	Brighton, East Sussex		
State/Country:	UNITED KINGDOM		
Postal Code:	BN13 HB		
Entity Type:	company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3712066	FERVOR	
CORRESPONDENCE DATA			
Fax Number:	2129833115		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212 692 6236		
Email:	cbaker@mintz.com		
Correspondent Name:	Christine M. Baker, Esq.		
Address Line 1:	666 Third Avenue, 24th Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	41598-420		
DOMESTIC REPRESENTATIVE			
Name:	Christine M Baker of Mintz Levin Et. Al.		
Address Line 1:	666 Third Avenue, 24th Floor		
Address Line 4:	New York, NEW YORK 10017		

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NAME OF SUBMITTER:	Christine M. Baker
Signature:	/cmbaker/
Date:	01/14/2014
Total Attachments: 1 source=fervorassignment#page1.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, Moshe Inc. DBA Scent-Sation, a corporation organized under the laws of California with an address of 906 S. Los Angeles Street, Los Angeles, California 90015 (hereinafter "Assignor"), owns U.S. Registration No. 3,712,066 in the U.S. Patent and Trademark Office for the word mark FERVOR (the "Mark") and common law rights in the Mark; and

WHEREAS, RDPR Limited, a company organized under the laws of the United Kingdom with an address of 26 Clifton Terrace, Brighton, East Sussex, United Kingdom BN13 HB ("Assignee") desires to acquire all common law and other rights to the Mark and obtain an assignment of U.S. Registration No. 3,712,066, together with the goodwill associated with the Mark.

Now, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, conveys and transfers to Assignee, its successors and assigns all of its rights, title, interest, ownership and subsidiary rights, if any, to the Mark and U.S. Registration No. 3,712,066 together with the goodwill of the business symbolized by the Mark, as well as the right to sue, counterclaim, recover damages for past, present, and future infringement, misappropriation, or dilution of the rights assigned to the Assignee hereunder.

  
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Moshe Yhudai  
President  
Moshe Inc. DBA Scent-Sation

Date: December 31, 2013

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