

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
Bedrock Media, Inc.		02/05/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Ernst & Young U.S. LLP		
Street Address:	5 Time Square		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	LIMITED LIABILITY PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3559751	BEDROCK BRANDS	
Registration Number:	3065492	BEDROCK	
Registration Number:	0935767		
Registration Number:	0934773		
CORRESPONDENCE DATA			
Fax Number:	5108326770		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	5103326842		
Email:	dtakeuchi@bedrockconsultants.com		
Correspondent Name:	David Takeuchi		
Address Line 1:	494 9th Street		
Address Line 4:	Oakland, CALIFORNIA 94607		
NAME OF SUBMITTER:	Alan Maeda		
Signature:	/alanmaeda/		

OP \$115.00 3559751

TRADEMARK

Date:

02/06/2014

Total Attachments: 4

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TRADEMARK ASSIGNMENT

WHEREAS, Bedrock Media, Inc., a company incorporated under the laws of California, having a registered office address of 494 9th Street, Oakland, California 94607 ("Bedrock") is the owner of all right, title and interest in and to certain trademarks, service marks and/or trade names, as identified in Schedule A attached hereto and incorporated herein by reference (collectively, the "Assigned Marks"), and the goodwill associated therewith; and

WHEREAS, Ernst & Young U.S. LLP, a Delaware limited liability partnership, having a registered address of 5 Times Square, New York, New York, 10036 ("EY"), desires to acquire from Bedrock all right, title and interest in and to the Assigned Marks, and the goodwill associated therewith; and

WHEREAS, Bedrock and EY have executed a certain Asset Purchase Agreement, dated January 15, 2014 ("APA"), which provides for this assignment of the Assigned Marks; and

WHEREAS, it is desired that the assignment of the Assigned Marks, and registrations thereof and applications therefore, be made of record in the United States Patent and Trademark Office, and any other appropriate Patent and Trademark Office;

NOW, THEREFORE, pursuant to the APA, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Bedrock makes the following assignment and agrees as follows:

1. Assignment. Bedrock hereby sells, assigns, transfers and sets over to EY the entire right, title and interest in and to the Assigned Marks, together with the goodwill of the business associated therewith, and the registrations thereof and applications therefore, along with that portion of the business to which the Assigned Marks pertain, and all rights to any damages and profits, due or accrued, arising out of past infringements of the Assigned Marks, and the right to sue for and recover such past infringements or any other violations of the Assigned Marks.

2. Terms. The terms and covenants of this Assignment shall inure to the benefit of EY, its successors, assigns and other legal representatives, and shall be binding on Bedrock and its successors, assigns and other legal representatives.

3. Cooperation. Bedrock agrees to execute any and all documents and to do all other lawful acts as may be required by EY to establish and protect the rights assigned herein.

[Signature Page Follows]

			<p>products and services for others; market research services; development and implementation of marketing strategies for others; brand positioning and product promotion services for others; business consulting services in the field of branding strategy; business marketing consultation in the field of strategic planning and concept development; preparing promotional and merchandising material for others..</p> <p>International Class 42 - Design and development of stationery and product packaging for others; design and development of trade dress for others; graphic design services, environment design services, namely, design of merchandising displays, exhibits and tradeshow booths, sign systems and menu boards.</p>
<p>BEDROCK</p> <p>BEDROCK</p>	<p>768206</p> <p>February 24, 2006</p> <p>935767</p> <p>May 29, 2006</p> <p>Mexico</p>	<p>Registered</p> <p>Renewal due before May 29, 2016.</p>	<p>Services –</p> <p>International Class 35 - PUBLICITY; BUSINESS MANAGEMENT; ADMINISTRATION OF BUSINESS; OFFICE WORKS.</p>
<p>BEDROCK</p> <p>BEDROCK</p>	<p>768203</p> <p>February 24, 2006</p> <p>934773</p> <p>May 26, 2006</p> <p>Mexico</p>	<p>Registered</p> <p>Renewal due before May 26, 2016.</p>	<p>Services –</p> <p>International Class 42 - SCIENTIFIC SERVICES AND TECHNOLOGICAL, RESEARCH SERVICES AND RELATED DESIGN; ANALYSIS SERVICES AND INDUSTRIAL RESEARCH; DESIGN AND DEVELOPMENT EQUIPMENT AND COMPUTER PROGRAMMES OR SOFTWARE; LEGAL SERVICES.</p>