

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM297569

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
reInvention LLC		03/07/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Critical Mix Inc.		
Street Address:	264 Riverside Ave.		
City:	Westport		
State/Country:	CONNECTICUT		
Postal Code:	06880		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4326978	ONEOPINION	
Registration Number:	4492461	CRITICAL MIX	
CORRESPONDENCE DATA			
Fax Number:	2122228078		
<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)864-7076		
Email:	gerry@panix.com		
Correspondent Name:	Gail J. Berritt		
Address Line 1:	9 Berndale Drive		
Address Line 4:	Westport, CONNECTICUT 06880		
ATTORNEY DOCKET NUMBER:	CRITICAL MIX INC. RECORDG		
NAME OF SUBMITTER:	Gerry A. Fifer		
SIGNATURE:	/GAF/		
DATE SIGNED:	03/08/2014		
Total Attachments: 1			
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OP \$65.00 4326978

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment") is made and entered into as of June 24, 2013 by reInvention LLC, a Delaware limited liability company (Assignor) with offices at 264 Riverside Ave., Westport, CT 06880, in favor of Critical Mix Inc., a Delaware corporation (Assignee) formerly known as Authentic Response, Inc., with offices at 264 Riverside Ave., Westport, CT 06880.

Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the trademarks on Schedule A, below, and all rights therein provided by international conventions and treaties, and the goodwill of the business symbolized thereby, for valuable consideration received. This assignment includes the right to sue and recover damages for past and future infringements and to bring any action or proceeding in connection with the trademarks in the U.S. Patent and Trademark Office or other tribunal of competent jurisdiction.

Assignor shall, at Assignee's expense, take all actions and execute all documents necessary or desirable to perfect the interest of Assignee in and to the trademarks, and shall not enter into any agreement in conflict with this Assignment.

reInvention LLC

By: _____

Name: _____

Title: _____

SCHEDULE A

Trademarks

ONEOPINION, registration no. 4,326,978

CRITICAL MIX, registration no. 4,492,461