

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM298165

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DEI Headquarters, Inc.		02/26/2014	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Boom Movement, LLC		
Street Address:	One Viper Way		
City:	Vista		
State/Country:	CALIFORNIA		
Postal Code:	92081		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3987227	B M	
Registration Number:	3991204	B M	
Serial Number:	85789325	STREET URCHIN	
CORRESPONDENCE DATA			
Fax Number:	2129499190		
<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) 949-9022		
Email:	VMTannenbaum@lawabel.com		
Correspondent Name:	Victor Tannenbaum		
Address Line 1:	666 Third Avenue		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	8005006		
NAME OF SUBMITTER:	Victor Tannenbaum		
SIGNATURE:	/VMT/		
DATE SIGNED:	03/14/2014		
Total Attachments: 2			
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UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, **DEI HEADQUARTERS, INC.**, a corporation organized and existing under the laws of the State of Florida, United States of America, located at One Viper Way, City of Vista, State of California 92081-7853, United States of America (hereinafter hereinafter called the ASSIGNOR) is the owner of the following trademarks registered in the United States Patent and Trademark Office or for which applications for registration have been filed in the United States Patent and Trademark Office:

Trademark

Number

(See attached Schedule)

AND WHEREAS, **BOOM MOVEMENT, LLC**, a limited liability company organized and existing under the laws of the State of Delaware, United States of America, with an office at One Viper Way, City of Vista, State of California 92081, United States of America (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademarks, trademark applications and the registrations and eventual registrations thereof.

NOW, THEREFORE, in consideration of U.S. \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademarks, and the trademark applications, trademark registrations and eventual trademark registrations thereof as well as ASSIGNOR's ongoing and existing businesses as such businesses pertain to the aforementioned trademarks, and that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 26 day of February, 2014.

DEI HEADQUARTERS, INC.

(By) 

James E. Minarik

(Title) Chief Executive Officer

TRADEMARK

REEL: 005237 FRAME: 0389

U.S. Registered Trademarks

U.S. Registered Trademarks - ®	Registration No.
BOOM (Punisher)	3,987,227
BOOM (Stylized)	3,991,204

U.S. Trademark Applications

Trademark	Application Serial No.
STREET URCHIN	85789325