

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM298433

<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>
Sommelier Journal LLC		12/04/2013	LIMITED LIABILITY COMPANY: COLORADO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	TPM Custom, Inc.		
<b>Street Address:</b>	17203 Ventura Blvd., Suite 5		
<b>City:</b>	Encino		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91316		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85946936	SOMMELIER JOURNAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Email:</b>	sharon@novianlaw.com		
<b>Correspondent Name:</b>	Farhad Novian, Novian & Novian LLP		
<b>Address Line 1:</b>	1801 Century Park East, Suite 1201		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067		
<b>ATTORNEY DOCKET NUMBER:</b>	4609-1		
<b>NAME OF SUBMITTER:</b>	Sharon Raminfard		
<b>SIGNATURE:</b>	/Sharon Raminfard/		
<b>DATE SIGNED:</b>	03/18/2014		
<b>Total Attachments: 2</b>			
source=2013.12.04 Assignment to TPM#page1.tif			
source=2013.12.04 Assignment to TPM#page2.tif			

OP \$40.00 85946936

## ASSIGNMENT

FOR VALUE RECEIVED, the undersigned hereby assigns, conveys and transfers to TPM CUSTOM, INC. ("*Purchaser*"), all of the undersigned's right, title and interest in and to the Purchased Assets set forth in Exhibit A attached to that certain Asset Purchase Agreement dated December 4, 2013 (the "*Asset Purchase Agreement*"), between Purchaser and SOMMELIER JOURNAL LLC, as Seller, free and clear of all liens, encumbrances and security interests as of the Closing. Capitalized terms used herein but not otherwise defined have the meanings set forth in the Asset Purchase Agreement.

Seller will take all steps necessary to put Purchaser in possession and control of the Purchased Assets, to carry out the intent of the Asset Purchase Agreement and this Assignment, or to more effectively assign, convey, and transfer any of the Purchased Assets, including by executing and delivering, or causing to be executed and delivered, such further instruments or documents of conveyance, assignment and transfer, or to obtain any orders, consents or approvals to consummate the transactions contemplated hereby or by taking such other actions as may be reasonably requested by Purchaser.

Nothing contained in this Assignment shall be deemed to diminish or expand any of the obligations, agreements, covenants, representations, or warranties of Seller contained in the Asset Purchase Agreement.

IN WITNESS WHEREOF, Seller has executed this Assignment as of December 4, 2013.

SELLER:

SOMMELIER JOURNAL LLC

By: David Vogel  
David Vogels, President

**EXHIBIT A**  
**PURCHASED ASSETS**

**A. Subject to Seller's Disclosures set forth below, the Purchased Assets constitute the following:**

USPTO trademark application Serial No. 85946936 for the mark depicted below, filed 5/30/13.



All of Seller's common law trademark rights in and to the mark SOMMELIER JOURNAL.

All of Seller's goodwill as a going concern, including the goodwill associated with, and as symbolized by, the trademarks listed above.