

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM298437

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TPM Custom, Inc.		01/18/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Somm Journal LLC		
Street Address:	17203 Ventura Blvd., Suite 5		
City:	Encino		
State/Country:	CALIFORNIA		
Postal Code:	91316		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85946936	SOMMELIER JOURNAL	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	sharon@novianlaw.com		
Correspondent Name:	Farhad Novian, Novian & Novian LLP		
Address Line 1:	1801 Century Park East, Suite 1201		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	4609-1		
NAME OF SUBMITTER:	Sharon Raminfard		
SIGNATURE:	/Sharon Raminfard/		
DATE SIGNED:	03/18/2014		
Total Attachments: 2			
source=2014.01.18 Assignment to Somm#page1.tif			
source=2014.01.18 Assignment to Somm#page2.tif			

OP \$40.00 85946936

ASSIGNMENT

FOR VALUE RECEIVED, the undersigned hereby assigns, conveys and transfers to THE SOMM JOURNAL LLC, a California limited liability company ("*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 January 18, 2014 (the "*Asset Purchase Agreement*") between Purchaser and TPM CUSTOM, INC., a California corporation, 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 January 18, 2014.

SELLER:

TPM CUSTOM, INC.,
a California corporation


By: 
Meredith May, CEO

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 of Journal as a going concern, including the goodwill associated with, and as symbolized by, the trademarks listed above.