

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM304120

<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>
Global IP, Inc.		05/08/2014	CORPORATION: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pure Global Brands, Inc.		
<b>Street Address:</b>	8040 Belvedere Road		
<b>City:</b>	West Palm Beach		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33411		
<b>Entity Type:</b>	CORPORATION: FLORIDA		
<b>PROPERTY NUMBERS Total: 11</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3769390	JAMZ	
<b>Registration Number:</b>	3282919	PURE BOXING	
<b>Registration Number:</b>	3451946	PURE FITNESS	
<b>Registration Number:</b>	3955204	PURE BODY FITNESS	
<b>Registration Number:</b>	4024413	PURE PLAY	
<b>Registration Number:</b>	3843770	PURE COMFORT	
<b>Registration Number:</b>	3843773	PURE BEACH	
<b>Registration Number:</b>	3862884	PURE FUN	
<b>Registration Number:</b>	4274004	PURE TAILGATE	
<b>Registration Number:</b>	4495607	AIR COMFORT	
<b>Registration Number:</b>	4320829	PURE FUN 2	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5616256572		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	561-625-6575		
<b>Email:</b>	ustrademarks@mchaleslavin.com		
<b>Correspondent Name:</b>	Carl J. Spagnuolo, McHale & Slavin, P.A.		
<b>Address Line 1:</b>	2855 PGA Boulevard		
<b>Address Line 4:</b>	Palm Beach Gardens, FLORIDA 33410-2910		

OP \$290.00 3769390

TRADEMARK

<b>ATTORNEY DOCKET NUMBER:</b>	2982U.000000
<b>NAME OF SUBMITTER:</b>	Carl J. Spagnuolo
<b>SIGNATURE:</b>	/Carl J. Spagnuolo/
<b>DATE SIGNED:</b>	05/09/2014
<b>Total Attachments: 2</b> source=AssignmentGlobalIP-PureGlobalBrands050814#page1.tif source=AssignmentGlobalIP-PureGlobalBrands050814#page2.tif	

**ASSIGNMENT**

ASSIGNOR: Global IP, Inc.

Status: a Florida Corporation

Address: 11614 Paradise Cove Lane

City: Wellington State/Zip: Florida 33449

ASSIGNEE: Pure Global Brands, Inc.

Status: a Florida Corporation

Address: 8040 Belvedere Road

City: West Palm Beach State/Zip: Florida 33411

TITLE OF TRADEMARK/SERVICE MARK: (see attached "Schedule A")

-----  
The Assignor having obtained registration of the Trademarks set forth above, and the Assignee being desirous of acquiring the same; in consideration of One Dollar (\$1.00) and other good and valuable consideration, the Assignor hereby assigns to the Assignee, including their successors, assigns, heirs, administrators, all of the Assignor's right, title and interest and goodwill associated with the Trademarks including the right to prepare derivative marks;

The Assignor further assigns all right, title and interest in and to said Trademarks in all foreign countries, and all applications for Trademark Registration in foreign countries and any registrations which may evolve or have evolved therefrom, including the right to claim International Convention priority; and

The Assignor agrees to execute any papers or perform any acts required to establish, vest or protect the Assignee's rights therein or required by Assignee to obtain said Trademark, without any additional payment therefor, but without any expense to Assignor.

Date: 5/8/14  
Global IP, Inc.  
By: [Signature]  
Name: Mitch Carlin  
Title: President

STATE OF FLORIDA )  
COUNTY OF PAUM BEACH )

Before me this 8 day of MAY 2014, personally appeared the above named individual, to me known to be the person described in, and who executed the foregoing assignment instrument and acknowledge to me that he executed the same as an officer of the Assignor for the purpose therein expressed.



Notary Public [Signature]

Personally known X  
or Product Identification     

Type of Identification Produced

Trademark Assignment  
Assignor: Global IP, Inc. Assignee: Pure Global Brands, Inc.

SCHEDULE "A"

Trademark: JAMZ  
Registration No.: 3,769,390  
Atty. File No.: 2982U.000001

Trademark: PURE BOXING and Design  
Registration No.: 3,282,919  
Atty. File No.: 2982U.000002

Trademark: PURE FITNESS  
Registration No.: 3,451,946  
Atty. File No.: 2982U.000004

Trademark: PURE BODY FITNESS and Design  
Registration No.: 3,955,204  
Atty. File No.: 2982U.000005

Trademark: PURE PLAY and Design  
Registration No.: 4,024,413  
Atty. File No.: 2982U.000007

Trademark: PURE COMFORT and Design  
Registration No.: 3,843,770  
Atty. File No.: 2982U.000008

Trademark: PURE BEACH and Design  
Registration No.: 3,843,773  
Atty. File No.: 2982U.000009

Trademark: PURE FUN  
Registration No.: 3,862,884  
Atty. File No.: 2982U.000010

Trademark: PURE TAILGATE  
Registration No.: 4,274,004  
Atty. File No.: 2982U.000014

Trademark: AIR COMFORT  
Registration No.: 4,495,607  
Atty. File No.: 2982U.000020

Trademark: PURE FUN 2  
Registration No.: 4,320,829  
Atty. File No.: 2982U.000019