

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM304361

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Anita Mahaffey		05/13/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Cooljams, Inc.		
Street Address:	11206 Spencerport Way		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92131		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3481760	COOLJAM	
CORRESPONDENCE DATA			
Fax Number:	8585494048		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	858-566-6165		
Email:	anitam@cool-jams.com		
Correspondent Name:	Anita Mahaffey		
Address Line 1:	11206 Spencerport Way		
Address Line 4:	San Diego, CALIFORNIA 92131		
NAME OF SUBMITTER:	Anita Mahaffey		
SIGNATURE:	/Anita Mahaffey/		
DATE SIGNED:	05/13/2014		
Total Attachments: 2			
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OP \$40.00 3481760

ASSIGNMENT

For valuable consideration, receipt and adequacy of which is hereby acknowledged, I, ANITA MAHAFFEY, of San Diego, and a citizen of the USA, (hereinafter referred to as "Assignor") hereby assign to COOLJAMS, INC. , a California organized and existing under and by the virtue of the laws of California having a place of business located at 11206 Spencerport Way, San Diego, CA 92131 and its successors and assigns (hereinafter referred to as the "Assignee"), the entire right, title and interest throughout the world in and to the Trademark "COOLJAM" together with that part of the goodwill of the business connected with the use of and symbolized the mark, which is the subject of a U.S. Trademark Registration No. 3481760, registered August 5, 2008; and related applications and marks, this assignment including said registered trademark, any and all United States and foreign trademark registrations, including all derivatives, divisions, and extensions thereof, and the right to claim priority based on the filing date of said application and based on the filing date of any related application of which said application claims the benefit, including applications under the Madrid System for the International Registration of Marks, and all other treaties of like purposes; and I authorize the Assignee to apply in all countries in my name or in its own name for trademark registrations and like rights of exclusion; and I agree for myself and my heirs, legal representatives and assigns, without further compensation, upon request to perform such lawful acts, to promptly provide Assignee with all pertinent facts and documents relating to said mark as may be known and accessible to me, to testify in any proceeding or litigation related to said mark or application and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this Assignment. The Assignor further transfers and assigns to Assignee all causes of action, rights, and remedies arising under any of the aforementioned applications, patents or like rights of exclusion and inventor's certificates prior to or after the effective date of this Assignment.

The Assignor hereby covenants that no assignment, sale, agreement, or encumbrance has been or will be made or entered into which would conflict with this Agreement.

WITNESS my hand at San Diego, CA
this 13 day of May, 2014.

Anita Mahaffey
ANITA MAHAFFEY

ACKNOWLEDGEMENT

STATE OF CALIFORNIA)
COUNTY OF SAN DIEGO) ss

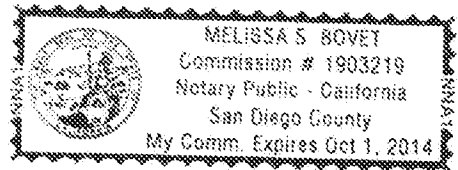
On 5/13/2014 before me, MELISSA S. BOVET, NOTARY PUBLIC,
(insert name and title of the officer)

personally appeared ANITA MAHAFFEY,
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) (is/are) subscribed to the within instrument and acknowledged to me that (he/she/they) executed the same in (his/her/their) authorized capacity(ies), and that by (his/her/their) signature(s) on the instrument the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of CALIFORNIA that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Melissa S. Bovet



Notary Public in and for said County and State

(Notary Seal)