

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM305998

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNMENT OF 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>
Ibrahim Nasser		05/21/2014	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	serious scents, inc.		
<b>Street Address:</b>	356 Roosevelt Street		
<b>Internal Address:</b>	#7		
<b>City:</b>	Chula Vista		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91910		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85641084		
<b>Registration Number:</b>	3733162	LITTLE GRENADE	
<b>Registration Number:</b>	3790094	A BLAST OF FRESHNESS	
<b>Registration Number:</b>	3755314	SERIOUS SCENTS	
<b>Registration Number:</b>	3128554	SERIOUS SCENTS	
<b>Registration Number:</b>	3508401		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6195570439		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	6195570434		
<b>Email:</b>	debra@scheuflerlaw.com		
<b>Correspondent Name:</b>	Debra Scheufler		
<b>Address Line 1:</b>	1901 First Ave Ste 132		
<b>Address Line 4:</b>	SAN DIEGO, CALIFORNIA 92101		
<b>NAME OF SUBMITTER:</b>	Debra C Scheufler		
<b>SIGNATURE:</b>	/dcscheufler/		
<b>DATE SIGNED:</b>	05/29/2014		
<b>Total Attachments: 12</b>			

OP \$165.00 85641084

TRADEMARK

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## **TRADEMARK AND SERVICE MARK ASSIGNMENT**

**WHEREAS**, Ibrahim Nasser, and individual, (hereinafter "ASSIGNOR") is actually using the design only double grenade shaped trademark and service mark (the "Mark") in commerce and has been awarded a U.S. Trademark identified by registration number 3508401 indicating use in commerce as of October 31, 1993. ASSIGNOR is assigning the Mark in the above-identified application as part of the entire business or portion thereof to which the Mark pertains as required by 15 U.S. C. §1060; and

**WHEREAS**, SERIOUS SCENTS, INC., a California corporation company, (hereinafter "ASSIGNEE") is desirous of acquiring the Mark and the application therefor;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE, its successors and assigns, all right, title, and interest in and to the Mark together with the goodwill of the business symbolized by the Mark and the application therefor, effective as of May 1, 2014.

The ASSIGNOR further sells, assigns, and transfers to ASSIGNEE, its successors and assigns, all income, royalties, damages and payments now or hereafter due or payable in respect to the Mark assigned to ASSIGNEE and any and all causes of action, claims or demands (either in law or equity) and the right to sue and counterclaim for past, present and future infringement, misappropriation, or dilution of the rights assigned to ASSIGNEE and to receive, retain, hold and enjoy for its own use and behalf, and for the use and behalf of its successors, assigns or other legal representatives, any and all damages, profits, penalties, or other compensation or recoveries related thereto, effective as of May 1, 2014.

This Trademark and Service Mark Assignment is executed on this 21<sup>st</sup> day of May, 2014 by

Assignor and Assignee:

Assignor

[Signature]

Name: Ibrahim Nasser

Dated: 05-21-14

SERIOUS SCENTS, INC.

[Signature]

By: Ibrahim Nasser

Its: President

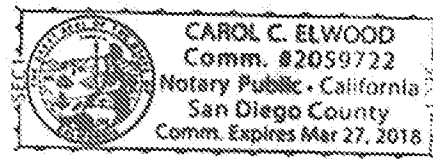
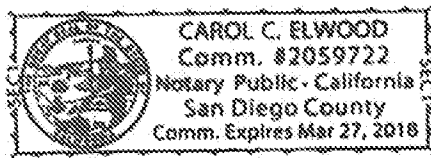
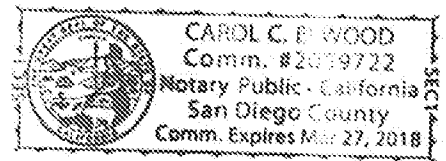
Dated: 05-21-14

STATE OF CALIFORNIA )  
COUNTY OF SAN DIEGO ) SS

On May 21, 2014, before me, CAROL C. ELWOOD, Notary Public, personally appeared IBRAHIM NASSER 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, 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 [Signature]



## **TRADEMARK AND SERVICE MARK ASSIGNMENT**

**WHEREAS**, Ibrahim Nasser, and individual, (hereinafter "ASSIGNOR") is actually using the trademark and service mark LITTLE GRENADE (the "Mark") in commerce and has been awarded a U.S. Trademark identified by registration number 3733162 indicating use in commerce as of October 31, 1993. ASSIGNOR is assigning the Mark in the above-identified application as part of the entire business or portion thereof to which the Mark pertains as required by 15 U.S. C. §1060; and

**WHEREAS**, SERIOUS SCENTS, INC., a California corporation company, (hereinafter "ASSIGNEE") is desirous of acquiring the Mark and the application therefor;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE, its successors and assigns, all right, title, and interest in and to the Mark together with the goodwill of the business symbolized by the Mark and the application therefor, effective as of May 1, 2014.

The ASSIGNOR further sells, assigns, and transfers to ASSIGNEE, its successors and assigns, all income, royalties, damages and payments now or hereafter due or payable in respect to the Mark assigned to ASSIGNEE and any and all causes of action, claims or demands (either in law or equity) and the right to sue and counterclaim for past, present and future infringement, misappropriation, or dilution of the rights assigned to ASSIGNEE and to receive, retain, hold and enjoy for its own use and behalf, and for the use and behalf of its successors, assigns or other legal representatives, any and all damages, profits, penalties, or other compensation or recoveries related thereto, effective as of May 1, 2014.

This Trademark and Service Mark Assignment is executed on this 21<sup>st</sup> day of May, 2014 by

Assignor and Assignee:

Assignor  
[Signature]

Name: Ibrahim Nasser

Dated: 05-21-14

SERIOUS SCIENCES, INC.  
[Signature]

By: Ibrahim Nasser

Its: President

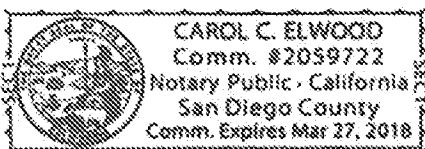
Dated: 05-21-14

STATE OF CALIFORNIA )  
COUNTY OF SAN DIEGO ) SS

On May 21, 2014, before me, CAROL C. ELWOOD, Notary Public, personally appeared IBRAHIM NASSER 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, 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 [Signature]



## **TRADEMARK AND SERVICE MARK ASSIGNMENT**

**WHEREAS**, Ibrahim Nasser, and individual, (hereinafter "ASSIGNOR") is actually using the stylized and design trademark and service mark which includes the literal element, SERIOUS SCENTS (the "Mark"), in commerce and has been awarded a U.S. Trademark identified by registration number 3755314 indicating use in commerce as of June 30, 2009. ASSIGNOR is assigning the Mark in the above-identified application as part of the entire business or portion thereof to which the Mark pertains as required by 15 U.S. C. §1060; and

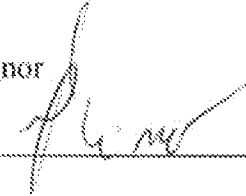
**WHEREAS**, SERIOUS SCENTS, INC., a California corporation company, (hereinafter "ASSIGNEE") is desirous of acquiring the Mark and the application therefor;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE, its successors and assigns, all right, title, and interest in and to the Mark together with the goodwill of the business symbolized by the Mark and the application therefor, effective as of May 1, 2014.

The ASSIGNOR further sells, assigns, and transfers to ASSIGNEE, its successors and assigns, all income, royalties, damages and payments now or hereafter due or payable in respect to the Mark assigned to ASSIGNEE and any and all causes of action, claims or demands (either in law or equity) and the right to sue and counterclaim for past, present and future infringement, misappropriation, or dilution of the rights assigned to ASSIGNEE and to receive, retain, hold and enjoy for its own use and behalf, and for the use and behalf of its successors, assigns or other legal representatives, any and all damages, profits, penalties, or other compensation or recoveries related thereto, effective as of May 1, 2014.

This Trademark and Service Mark Assignment is executed on this 21<sup>st</sup> day of May, 2014 by  
Assignor and Assignee:

Assignor

  
\_\_\_\_\_

Name: Ibrahim Nasser

Dated: 05-21-14

SERIOUS SCENTS, INC.

  
\_\_\_\_\_

By: Ibrahim Nasser

Its: President

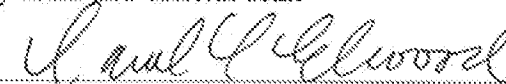
Dated: 05-21-14

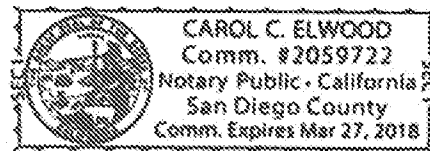
STATE OF CALIFORNIA )  
COUNTY OF SAN DIEGO ) SS

On May 21, 2014, before me, CAROL C. ELWOOD, Notary Public, personally appeared IBRAHIM NASSER 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, 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

  
\_\_\_\_\_





## **TRADEMARK AND SERVICE MARK ASSIGNMENT**

**WHEREAS**, Ibrahim Nasser, and individual, (hereinafter "ASSIGNOR") is actually using the trademark and service mark A BLAST OF FRESHNESS (the "Mark") in commerce and has been awarded a U.S. Trademark identified by registration number 3790094 indicating use in commerce as of August 1, 2009. ASSIGNOR is assigning the Mark in the above-identified application as part of the entire business or portion thereof to which the Mark pertains as required by 15 U.S. C. §1060; and

**WHEREAS**, SERIOUS SCENTS, INC., a California corporation company, (hereinafter "ASSIGNEE") is desirous of acquiring the Mark and the application therefor;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE, its successors and assigns, all right, title, and interest in and to the Mark together with the goodwill of the business symbolized by the Mark and the application therefor, effective as of May 1, 2014.

The ASSIGNOR further sells, assigns, and transfers to ASSIGNEE, its successors and assigns, all income, royalties, damages and payments now or hereafter due or payable in respect to the Mark assigned to ASSIGNEE and any and all causes of action, claims or demands (either in law or equity) and the right to sue and counterclaim for past, present and future infringement, misappropriation, or dilution of the rights assigned to ASSIGNEE and to receive, retain, hold and enjoy for its own use and behalf, and for the use and behalf of its successors, assigns or other legal representatives, any and all damages, profits, penalties, or other compensation or recoveries related thereto, effective as of May 1, 2014.

This Trademark and Service Mark Assignment is executed on this 21<sup>st</sup> day of May, 2014 by

Assignor and Assignee:

Assignor  
[Signature]

Name: Ibrahim Nasser

Dated: 05-21-14

SERIOUS SCENTS, INC.  
[Signature]

By: Ibrahim Nasser

Its: President

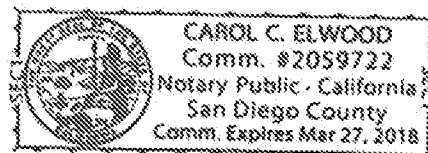
Dated: 05-21-14

STATE OF CALIFORNIA )  
COUNTY OF SAN DIEGO ) SS

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WITNESS my hand and official seal.

Signature [Signature]



## **TRADEMARK AND SERVICE MARK ASSIGNMENT**

**WHEREAS**, Ibrahim Nasser, and individual, (hereinafter "ASSIGNOR") is actually using the design only grenade shaped trademark and service mark (the "Mark") in commerce and has filed an application now assigned serial number 85/641084 indicating use in commerce as of October 31, 1993. ASSIGNOR is assigning the Mark in the above-identified application as part of the entire business or portion thereof to which the Mark pertains as required by 15 U.S. C. §1060; and

**WHEREAS**, SERIOUS SCENTS, INC., a California corporation company, (hereinafter "ASSIGNEE") is desirous of acquiring the Mark and the application therefor;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE, its successors and assigns, all right, title, and interest in and to the Mark together with the goodwill of the business symbolized by the Mark and the application therefor, effective as of May 1, 2014.

The ASSIGNOR further sells, assigns, and transfers to ASSIGNEE, its successors and assigns, all income, royalties, damages and payments now or hereafter due or payable in respect to the Mark assigned to ASSIGNEE and any and all causes of action, claims or demands (either in law or equity) and the right to sue and counterclaim for past, present and future infringement, misappropriation, or dilution of the rights assigned to ASSIGNEE and to receive, retain, hold and enjoy for its own use and behalf, and for the use and behalf of its successors, assigns or other legal representatives, any and all damages, profits, penalties, or other compensation or recoveries related thereto, effective as of May 1, 2014.

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Assignor and Assignee:

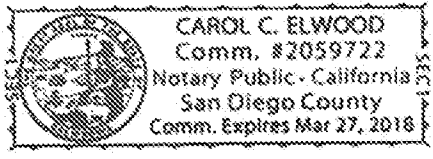
Assignor \_\_\_\_\_  
 Name: Ibrahim Nasser  
 Dated: 05-21-14  
 SERIOUS SCENTS, INC.  
 \_\_\_\_\_  
 By: Ibrahim Nasser  
 Its: President  
 Dated: 05-21-14

STATE OF CALIFORNIA )  
COUNTY OF SAN DIEGO ) SS

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WITNESS my hand and official seal.

Signature Carol C. Elwood



## **TRADEMARK AND SERVICE MARK ASSIGNMENT**

**WHEREAS**, Ibrahim Nasser, an individual, (hereinafter "ASSIGNOR") is actually using the design trademark and service mark SERIOUS SCENTS (the "Mark") in commerce and has been awarded a U.S. Trademark identified by registration number 3128554 indicating use in commerce as of February 28, 2002. ASSIGNOR is assigning the Mark in the above-identified application as part of the entire business or portion thereof to which the Mark pertains as required by 15 U.S. C. §1060; and

**WHEREAS**, SERIOUS SCENTS, INC., a California corporation company, (hereinafter "ASSIGNEE") is desirous of acquiring the Mark and the application therefor;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE, its successors and assigns, all right, title, and interest in and to the Mark together with the goodwill of the business symbolized by the Mark and the application therefor, effective as of May 1, 2014.

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This Trademark and Service Mark Assignment is executed on this 21<sup>st</sup> day of May, 2014 by  
Assignor and Assignee:

Assignor  
[Signature]  
Name: Ibrahim Nasser  
Dated: 05-21-14  
SERIOUS SCENTS, INC.  
[Signature]  
By: Ibrahim Nasser  
Its: President  
Dated: 05-21-14

STATE OF CALIFORNIA )  
COUNTY OF SAN DIEGO ) SS

On May 21, 2014, before me, CAROL C. ELWOOD, Notary Public, personally appeared IBRAHIM NASSER 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, 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 [Signature]

