

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM307831

<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>
Sobe Clicks LLC		06/17/2014	LIMITED LIABILITY COMPANY: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	International Vapor Group, Inc.		
<b>Street Address:</b>	15050 N.W. 79th Court		
<b>Internal Address:</b>	Suite 101A		
<b>City:</b>	Miami Lakes		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33016		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85576892	OPTIMA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3053512181		
<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>	305-375-6152		
<b>Email:</b>	swells@bilzin.com		
<b>Correspondent Name:</b>	Bilzin Sumberg Baena Price & Axelrod LLP		
<b>Address Line 1:</b>	1450 Brickell Avenue, Suite 2300		
<b>Address Line 2:</b>	Attn: Stacia A. Wells, Esq.		
<b>Address Line 4:</b>	Miami, FLORIDA 33131		
<b>NAME OF SUBMITTER:</b>	Stacia A, Wells, Esq.		
<b>SIGNATURE:</b>	/s/		
<b>DATE SIGNED:</b>	06/17/2014		
<b>Total Attachments: 2</b>			
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OP \$40.00 85576892

**ASSIGNMENT OF TRADEMARK**  
**(Optima)**

This ASSIGNMENT OF TRADEMARK (this "*Assignment*") is made effective as of 11:59 PM (the "*Effective Time*") on June 17, 2014 (the "*Effective Date*"), by Sobe Clicks, LLC, a Florida limited liability company ("*Assignor*"), to and in favor of International Vapor Group, Inc., a Delaware corporation ("*Assignee*").

**RECITALS**

A. Assignor is the owner of the Optima™ trademark (the "*Assigned Mark*"), which has been assigned Serial No. 85576892 by the United States Patent and Trademark Office (the "*USPTO*").

B. Assignor desires to transfer, convey, deliver and assign all of its right, title and interest in the Assigned Mark to Assignee, and Assignee desires to assume all of Assignor's right, title and interest in the Assigned Mark.

C. To effectuate the foregoing assignment, the parties hereby agree as follows:

**AGREEMENT**

In consideration of the foregoing Recitals, and the mutual promises herein set forth, and of other good and valuable consideration, the receipt and sufficiency of which are acknowledged, the parties hereto, intending legally to be bound, agree as follows:

1) Recitals. The foregoing Recitals are incorporated by reference herein and made a substantive part hereof.

2) Assignment of Assigned Mark. Assignor assigns, transfers, conveys and delivers to Assignee, and Assignee accepts the assignment, transfer, conveyance and delivery of, all of Assignor's right, title and interest in and to the Assigned Mark, free and clear of any and all claims, encumbrances, liens and security interests and all rights of any other party.

3) Governing Law. This Assignment and the obligations hereunder will be governed by and construed under the laws of the State of Florida without regard to conflicts-of-laws principles that would require the application of any other law.

4) Miscellaneous.


a) This instrument shall be binding upon and shall inure to the benefit of the respective successors and assigns of each of Assignor and Assignee.

b) This instrument may be executed in several counterparts, and/or by the execution of counterpart signature pages which may be attached to one or more counterparts of this Assignment, and all so executed shall constitute one Assignment binding on all of the parties hereto.

Each of Assignor and Assignee has executed this Assignment effective as of the Effective Time on the Effective Date.


**Assignee:**

International Vapor Group, Inc.  
a Florida corporation

By:   
Print Name: Neil Malin  
Title: CEO

**Assignor:**

Sobe Clicks, LLC  
a Florida limited liability company

By:   
Print Name: David Epstein  
Title: Manager