

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM310923

<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>
Justin P. Lambert L.L.C.		07/15/2014	LIMITED LIABILITY COMPANY: HAWAII
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Chance'em L.L.C.		
<b>Street Address:</b>	P.O. Box 341		
<b>City:</b>	Haleiwa		
<b>State/Country:</b>	HAWAII		
<b>Postal Code:</b>	96712		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: HAWAII		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85740441	C E M	
<b>Registration Number:</b>	4346242	CHANCE'EM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8086755805		
<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>	8085217080		
<b>Email:</b>	seth.reiss@lex-ip.com		
<b>Correspondent Name:</b>	Seth M. Reiss		
<b>Address Line 1:</b>	3770 Lurline Dr.		
<b>Address Line 4:</b>	Honolulu, HAWAII 96816		
<b>NAME OF SUBMITTER:</b>	Seth M. Reiss		
<b>SIGNATURE:</b>	/seth m reiss./		
<b>DATE SIGNED:</b>	07/16/2014		
<b>Total Attachments: 2</b>			
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## ASSIGNMENT OF TRADEMARKS AND RELATED RIGHTS

Assignment made and effective this 15<sup>th</sup> day of July 2014, by Justin P. Lambert, L.L.C., a Hawaii limited liability company having a place of business at 61-282 Kamehameha Hwy., Haleiwa, HI 96712 ("Assignor"), in favor of Chance'em L.L.C., a Hawaii limited liability company having a place of business at P.O. Box 341, Haleiwa, HI 96712 ("Assignee"):

For good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all Assignor's rights, title and interest in and to the following USPTO trademark applications, registrations and marks:

1. United States Patent & Trademark Office Trademark Application No. 85/740,441 for the mark CEM, in international classes 16, 25, and 35 filed September 27, 2012.
2. United States Patent & Trademark Office Trademark Registration No. 4,346,242 for the mark CHANCE'EM, in international classes 16, 25, and 35 issued June 4, 2013.

Together with any and all variations thereof used by Assignor, any and all common law rights accrued or accruing, any and all goodwill associated therewith, and any and all causes of action for infringement of and/or misappropriation of and/or unfair competition concerning the assigned rights, past, present, and future, and all of the proceeds from the foregoing accrued and unpaid and hereafter accrued.

Assignor represents and warrants to Assignee that Assignor is the owner of the trademark applications, registrations and marks being assigned free and clear of all liens and encumbrances. To Assignor's knowledge, no person other than Assignee has any right or option to acquire the applications, registrations and marks or any portion thereof.

The rights and obligations of the Assignor and the Assignee shall be binding upon and inure to the benefit of the Assignor and the Assignee and their representative heirs, personal representatives, successors and assigns.

This assignment shall be governed by and shall be construed in accordance with the laws of the State of Hawaii and the United States of America.

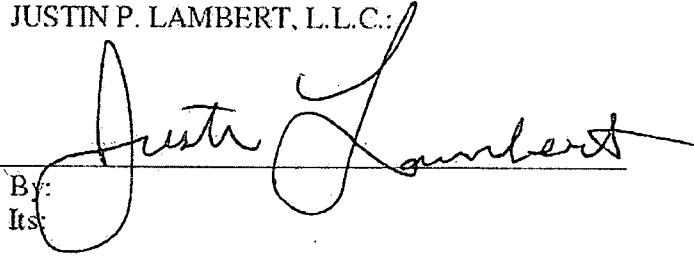
IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed by its duly authorized representative as of the date first above written.

ASSIGNOR:

JUSTIN P. LAMBERT, L.L.C.:

DATED: 7/15/14

By:  
Its:

A handwritten signature in cursive script, appearing to read "Justin Lambert", is written over a horizontal line. The signature is positioned to the right of the "By:" and "Its:" labels.