

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM318849

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bokwa LTD		10/02/2014	CORPORATION: HONG KONG
RECEIVING PARTY DATA			
Name:	Johann B. Verheem		
Street Address:	2387 La Mirada Drive		
City:	Vista		
State/Country:	CALIFORNIA		
Postal Code:	92081		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85957950	THE HAPPIEST CALORIES YOU WILL EVER BURN	
CORRESPONDENCE DATA			
Fax Number:	6196967124		
<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>			
Phone:	619-696-6700		
Email:	ipdocket@gordonrees.com		
Correspondent Name:	Susan B. Meyer - Gordon & Rees LLP		
Address Line 1:	101 West Broadway, Suite 1600		
Address Line 4:	San Diego, CALIFORNIA 92101		
ATTORNEY DOCKET NUMBER:	BOKWA 1098894		
NAME OF SUBMITTER:	Susan B. Meyer		
SIGNATURE:	/Susan B. Meyer/		
DATE SIGNED:	10/02/2014		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of October 2, 2014 ("Effective Date") by and between Johann Verheem ("Assignee"), and Bokwa Ltd., a corporation of Hong Kong ("Assignor").

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in and to the United States trademark application set forth on Schedule A attached hereto, together with all goodwill associated with any of the foregoing (the "Mark");


WHEREAS, Assignee wishes to acquire from Assignor, and Assignor wishes to assign to Assignee, the entire right, title and interest in and to the Mark.

NOW, THEREFORE, in consideration of the sum of One (1) Dollar, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor hereby sells, assigns, transfers and sets over to Assignee the entire right, title and interest in and to the Mark, for the United States and for all foreign countries, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country (statutory, common law or otherwise), now or hereafter in effect, together with all goodwill associated with any of the foregoing, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Mark, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignors if this Assignment had not been made. Assignee is the successor to the portion of Assignor's business to which the Mark pertains.

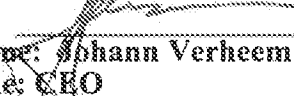
Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Mark.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

Johann Verheem



Bokwa, Ltd.

By: 

Name: Johann Verheem
Title: CEO

SCHEDULE A

Mark	Serial No.	Filing Date
THE HAPPIEST CALORIES YOU WILL EVER BURN	85957950	June 12, 2013

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