

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM322144

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gogo Sports, Inc.		05/20/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Lifeguard Licensing Corp.		
Street Address:	1384 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3809573	LIFE GUARD SAN FRANCISCO CALIFORNIA	
CORRESPONDENCE DATA			
Fax Number:	2127986915		
<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:	212-326-0831		
Email:	jalbrink@pryorcashman.com		
Correspondent Name:	Teresa Lee		
Address Line 1:	7 Times Square		
Address Line 2:	c/o Pryor Cashman LLP		
Address Line 4:	New York, NEW YORK 10036		
NAME OF SUBMITTER:	Teresa Lee		
SIGNATURE:	/tlee/		
DATE SIGNED:	11/04/2014		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARK

This Assignment Agreement (hereinafter the "Assignment") by and between GOGO SPORTS, INC., a California corporation having an address at 1385 Carroll Ave. San Francisco, CA 94124 (hereinafter the "ASSIGNOR") and LIFEGUARD LICENSING CORP., a Delaware corporation having an address at 1384 Broadway, New York, New York 10018 (hereinafter the "ASSIGNEE"), on the other hand, is made effective as of the dates set forth below;

WHEREAS, ASSIGNOR has sold sweatshirts bearing the phrase LIFEGUARD SAN FRANCISCO CALIFORNIA and to the best of its knowledge, owns trademark rights in the mark LIFEGUARD SAN FRANCISCO CALIFORNIA and LIFE GUARD in connection with such use (hereinafter the "Property");

WHEREAS, ASSIGNEE wishes to acquire from ASSIGNOR all of its right, title and interest in, to and under such Property;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns, transfers and conveys to ASSIGNEE, its successors, assigns and legal representatives forever, ASSIGNOR's entire right, title and interest in and to such Property throughout the world in perpetuity, together with the goodwill associated therewith and that part of the ASSIGNOR's business connected with the use thereof and symbolized thereby, and any and all of ASSIGNOR's other rights, privileges and priorities provided under the United States, state or foreign law with respect to the Property including without limitation ASSIGNOR's common law rights and rights under the laws of unfair competition (hereinafter the "Transferred Rights") and any and all of ASSIGNOR's rights to obtain trademark registrations for such Property or other legal protections pertaining to the Transferred Rights.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the dates given below.

LIFEGUARD LICENSING CORP.

Dated: May 19, 2014

By: 

Ruby Azrak, President

GOGO SPORTS, INC.

Dated: _____, 2014

By: _____

An Authorized Representative

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IN WITNESS WHEREOF, the parties have executed this Assignment as of the dates given below.

LIFEGUARD LICENSING CORP.

Dated: _____, 2014

By: _____
Ruby Azrak, President

GOGO SPORTS, INC.

Dated: 5/20/, 2014

By: *[Signature]* NIMISH PATEL
An Authorized Representative

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