

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM324921

<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>
Cupid Foundations, Inc.		11/26/2014	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Mission Product Holdings, Inc.		
<b>Street Address:</b>	60 East 42nd Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10165		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3680552	FEEL COOL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2128945765		
<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>	212-940-8800		
<b>Email:</b>	bret.danow@kattenlaw.com		
<b>Correspondent Name:</b>	Bret J. Danow		
<b>Address Line 1:</b>	575 Madison Avenue		
<b>Address Line 2:</b>	c/o Katten Muchin Rosenman LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>ATTORNEY DOCKET NUMBER:</b>	382983-00164		
<b>NAME OF SUBMITTER:</b>	Bret J. Danow		
<b>SIGNATURE:</b>	/Bret J. Danow/		
<b>DATE SIGNED:</b>	12/03/2014		
<b>Total Attachments: 1</b>			
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SCHEDULE A

Trademark Assignment

WHEREAS, Cupid Foundations, Inc., a corporation organized under the laws of the State of New York, having offices at 475 Park Avenue South, New York, New York 10016 ("Assignor"), is the owner of U.S. Trademark Registration No. 3,680,552 for the mark FEEL COOL (the "Mark"); and

WHEREAS, pursuant to an "Assignment Agreement" dated as of ~~November 31~~, 2014 (the "Agreement") by and between Assignor and Mission Product Holdings, Inc., a corporation organized under the laws of the State of Delaware, having offices at 60 East 42<sup>nd</sup> Street, New York, New York 10165 ("Assignee"), Assignor agreed to and did assign to Assignee the Mark and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and in accordance with the terms and conditions of the Agreement, Assignor hereby confirms that it has assigned and transferred to Assignee all of Assignor's right, title and interest in and to the Mark, together with the goodwill of the business symbolized by such Mark, and the right to sue for past infringements.

IN WITNESS WHEREOF, Assignor has signed this Assignment this 26 day of November, 2014.

CUPID FOUNDATIONS, INC.

By: Steve Kanter

Name: Steve Kanter

Title: Executive Vice President