

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM325588

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Blossom Organics, Inc.		06/30/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Mayer Laboratories, Inc.		
Street Address:	1950 Addison Street		
Internal Address:	Suite 101		
City:	Berkeley		
State/Country:	CALIFORNIA		
Postal Code:	94704		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4257995	BLOSSOM ORGANICS	
CORRESPONDENCE DATA			
Fax Number:	4154572822		
<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:	(415) 457-2040		
Email:	trademarks@hiaringsmith.com		
Correspondent Name:	Elizabeth J. Rest		
Address Line 1:	101 Lucas Valley Road		
Address Line 2:	Suite 300		
Address Line 4:	San Rafael, CALIFORNIA 94903		
ATTORNEY DOCKET NUMBER:	MAYER (3)		
NAME OF SUBMITTER:	Elizabeth J. Rest		
SIGNATURE:	/Elizabeth J. Rest/		
DATE SIGNED:	12/09/2014		
Total Attachments: 2			
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OP \$40.00 4257995

TRADEMARK ASSIGNMENT

USPTO Registration Number: 4,257,995

This Trademark Assignment ("Assignment") is made and entered into this June 30, 2014, by and between Blossom Organics, Inc., a California corporation ("Assignor"), with a mailing address of Post Office Box 489, Mill Valley, California, 94942, United States of America, on the one hand, and Mayer Laboratories, Inc., a California corporation ("Assignee"), with a principal place of business address at 1950 Addison Street, Suite 101, Berkeley, California 94704, United States of America, on the other hand (individually referred to as a "Party" or collectively, the "Parties").

RECITALS

WHEREAS, Assignor is the owner of the following trademark in the United States of America (the "Mark"):

BLOSSOM ORGANICS; United States Patent and Trademark Office Registration Number 4,257,995:

1. Class 3 for "Organic personal care products, namely, aromatherapy oils; body lotion; cosmetic creams; essential oils; hair oils; hand cream; massage oil; non-medicated preparations all for the care of skin, hair and scalp; non-medicated skin care preparations, namely, creams, lotions, gels; skin moisturizer."
2. Class 5 for "Organic water-based personal lubricants."

WHEREAS, Assignor has been using the Mark since as early as March 24, 2011, and has established significant goodwill in the Mark;

WHEREAS, Assignee is desirous of formally acquiring said Mark in all forms and for all goods and services offered by Assignor under the Mark, the goodwill associated therewith, and the referenced registration thereof;

NOW, THEREFORE, for and in consideration of the mutual promises contained herein, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

ASSIGNMENT

Each of the foregoing recitals is incorporated herein by reference.

For good and valuable consideration, receipt thereof which is hereby acknowledged, Assignor does hereby formally assign unto Assignee all right, title, and interest in and to the Mark for all goods and services offered by Assignor under the Mark, together with the goodwill of that portion of Assignor's business symbolized by the Mark in any and all forms, and the above-identified registration thereof.

For such good and valuable consideration, Assignor hereby further sells, assigns, and transfers to Assignee all rights and interests in, to, and arising from any infringement of the Mark, including without limitation, all claims for damages and profits for any infringements that occurred prior to the date of this Assignment, including the right to sue for any infringements in its own name and stead and for its own benefit.

Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all of Assignor's rights, title, and interest in and to the Mark in the Assignee, and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of the Assignor. Assignor also irrevocably authorizes and appoints Assignee as Assignor's true and lawful attorney-in-fact to take such action and make, sign, execute, acknowledge, file, and deliver all such papers, instruments, and assignments, and to perform such other acts (and to cause any of the foregoing) as may from time-to-time be necessary to convey to Assignee, its successors, licensees, and assigns, or to register with any governmental agency or administrative body, all rights granted herein. Such power of attorney is coupled with an interest and is irrevocable.

Assignee and Assignor agree to cooperate in the recordation of this Assignment in the records of the United States Patent and Trademark Office.

IN WITNESS WHEREOF, the Parties hereto have executed this Assignment effective as of the day and year first written above.

Blossom Organics, Inc., a California corporation ("ASSIGNOR")

Derrick Wong
By: Derrick Wong, Executive Chairman

11-25-14
Date

I, on behalf of Mayer Laboratories, Inc., a California corporation ("ASSIGNEE"), accept this Assignment:

MAYER LABORATORIES, INC.

David P. Mayer
By: David P. Mayer
Its: President

12-07-14
Date