

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM328184

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BLACK BEAT, INC. BACK BEAT, INC.		01/05/2015	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	E.S. ORIGINALS, INC.		
Street Address:	440 9th Ave., 7th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Serial Number:	85308902	SUGAR	
Registration Number:	0372471		
Registration Number:	2215255	SUGAR	
Registration Number:	3590925	SUGAR	
Serial Number:	85368214	SUGAR	
Serial Number:	85310391	SUGAR	
Registration Number:	3587017	SUGAR	
Registration Number:	4125695	SUGAR	
CORRESPONDENCE DATA			
Fax Number:	2136305788		
<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:	213-891-5935		
Email:	hpanneck@buchalter.com		
Correspondent Name:	Helen Panneck c/o Buchalter Nemer		
Address Line 1:	1000 Wilshire Blvd., Ste.1500		
Address Line 4:	Los Angeles, CALIFORNIA 90017		
ATTORNEY DOCKET NUMBER:	B0205-0001		
NAME OF SUBMITTER:	Helen Panneck		

CH \$215.00 85308902

SIGNATURE:	/Helen Panneck/
DATE SIGNED:	01/07/2015
Total Attachments: 3 source=Sugar Assignment Document#page1.tif source=Sugar Assignment Document#page2.tif source=Sugar Assignment Document#page3.tif	

Assignment Document

Trademark Assignment

WHEREAS Back Beat, Inc., a California corporation ("Assignor"), owns, has used in its business and/or has rights, title and/or interest in certain trademark applications and registrations identified in Schedule A herein, attached hereto and incorporated by this reference, and the goodwill symbolized by the trademarks (hereinafter collectively the "Marks");

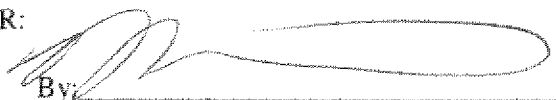
WHEREAS E.S. Originals, Inc., a New York corporation ("Assignee") desires to acquire by formal, recordable assignment the entire right, title and interest in and to the Marks, as well as the goodwill symbolized by the Marks, and all on-going and existing business associated with the Marks; and

WHEREAS the parties desire to memorialize the assignment of the Marks together with the goodwill of the business symbolized therein, all on-going and existing business associated with the Marks and all common law rights relating thereto, and all rights to recover for past infringement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right title and interest in and to the Marks, together with the goodwill symbolized by the Marks, and all on-going and existing business associated with the Marks.

AGREED TO AND ACCEPTED BY ASSIGNOR:

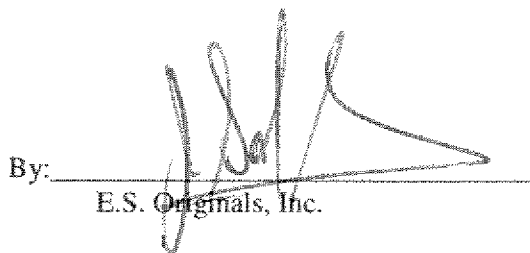
Dated: January 5, 2015

By: 

Back Beat, Inc.







AGREED TO AND ACCEPTED BY ASSIGNEE:

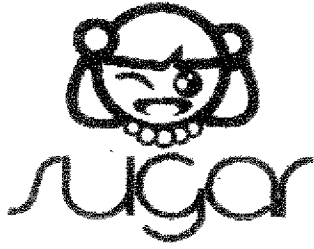
Dated: January 5, 2015

By: 

E.S. Originals, Inc.

Schedule A

Mark	App. No./ Reg. No.	Status
	85308902	Pending
	771372471	Registered
SUGAR	2215255	Registered
SUGAR	3590925	Registered
	85368214	Pending
	85310391	Pending
	3587017	Registered
	85308902	Pending

	4125695	Registered
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