

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM330971

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SPICE INNOVATIONS, INC.		02/03/2015	CORPORATION: CALIFORNIA
GEORGE ZAVALA		02/03/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	G&J USA LLC		
Street Address:	PO BOX 6335		
City:	ROSEMEAD		
State/Country:	CALIFORNIA		
Postal Code:	91770		
Entity Type:	LIMITED LIABILITY COMPANY: OREGON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4363038	BEERCHELADAS!	
CORRESPONDENCE DATA			
Fax Number:	3109793603		
<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:	3108921613		
Email:	marc@hankinpatentlaw.com		
Correspondent Name:	Marc E. Hankin		
Address Line 1:	12400 Wilshire Blvd.		
Address Line 2:	Suite 1265		
Address Line 4:	Los Angeles, CALIFORNIA 90025		
NAME OF SUBMITTER:	Marc E. Hankin		
SIGNATURE:	/Marc E. Hankin/		
DATE SIGNED:	02/03/2015		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into effect as of the 3rd day of February 2015 by and between SPICE INNOVATIONS, INC., a California corporation with an address at 4299 MacArthur Boulevard, Suite 100, Newport Beach, California 92660 and GEORGE ZAVALA, an individual located at 4299 MacArthur Boulevard, Suite 100, Newport Beach, California 92660 (hereinafter referred to as "Assignors"), and G&J USA LLC, an Oregon limited liability company, with an address at P.O. Box 6335, Rosemead, California 91770 (hereinafter referred to as "Assignee");

WHEREAS, Assignors are the owners of U.S. Trademark No.: 4,363,038 for BEERCHELADAS! (the "Mark") as recorded in the U.S. Patent and Trademark Office; and

WHEREAS, Assignee and Assignors desire to enter into this Assignment to effect the transfer of the Mark to Assignee; and

NOW, THEREFORE, for and in consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of are hereby acknowledged, Assignors and Assignee hereby agree as follows:

1. Transfer and Assignment. Assignors hereby transfer and assign to Assignee all of its rights, title, and interest in and to the Mark, together with the goodwill associated herewith and the right to recover for damages and profits and other remedies for past infringements of the Mark and the right to prosecute this and any other applications or registrations of the Mark.

2. Further Documentation and Actions. Assignors hereby agree to execute and deliver to Assignee any further documents and instruments, and to do any and all further reasonable acts, to vest in Assignee Assignors' right, title, and interest in and to the Mark, and to enable such right, title, and interest to be recorded in the United States Patent and Trademark Office and any other appropriate governmental authority or agency of the United States and internationally.

"ASSIGNORS"

"ASSIGNEE"

Spice Innovations, Inc.

G&J USA LLC

By: George Zavala
Name: George Zavala
Title: President

By: George Zavala
Name: George Zavala
Title: Managing Member

George Zavala

By: George Zavala