

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM336973

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Beniko, Inc.		03/31/2015	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Benisti Import-Export, Inc.		
Street Address:	1650 Chabanel		
City:	West Montreal, Quebec		
State/Country:	CANADA		
Postal Code:	H4N3M8		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1439274	POINT ZERO	
Registration Number:	3973692	POINT ZERO	
Registration Number:	2040956	ZERO TOLERANCE	
Registration Number:	2801041	POINT X	
CORRESPONDENCE DATA			
Fax Number:	3236609917		
<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:	(323) 660-9916		
Email:	kyri@tsircoulaw.com		
Correspondent Name:	Kyriacos Tsircou		
Address Line 1:	515 S. Flower Street, 36th Flr.		
Address Line 4:	Los Angeles, CALIFORNIA 90071		
ATTORNEY DOCKET NUMBER:	BEN-00624		
NAME OF SUBMITTER:	Kyriacos Tsircou		
SIGNATURE:	/kyri tsircou/		
DATE SIGNED:	04/01/2015		
Total Attachments: 5			
source=Assignment of Trademarks _ USA (March 31 2015)#page1.tif			

OP \$115.00 1439274

source=Assignment of Trademarks _ USA (March 31 2015)#page2.tif

source=Assignment of Trademarks _ USA (March 31 2015)#page3.tif

source=Assignment of Trademarks _ USA (March 31 2015)#page4.tif

source=Assignment of Trademarks _ USA (March 31 2015)#page5.tif

ASSIGNMENT OF TRADEMARK
AND REGISTRATIONS THEREOF

WHEREAS, Beniko, Inc., a California corporation having a place of business at 2707 South Alameda Street, Los Angeles, California 90058 ("Assignor") has acquired or adopted, and used, and thereby owns all rights, title and interests in and to (i) the trademarks; and (ii) the trademark registrations identified in Schedule A attached hereto and by this reference incorporated into and made a part hereof (hereinafter collectively referred to as the "Beniko Marks"), together with the goodwill of the business appurtenant to said Beniko Marks;

WHEREAS, Benisiti Import-Export Inc., a Canadian corporation, having a place of business at 1650 Chabanel, West Montreal, Quebec Canada H4N3M8, ("Assignee") is desirous of acquiring said Beniko Marks; and

WHEREAS, in order to effectuate Assignor's assignment of its entire rights, title and interests in and to the Beniko Marks and the goodwill appurtenant thereto, to Assignee, Assignor is executing this instrument of Assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby sell, assign, convey and transfer unto Assignee, its successors, assigns and legal representatives, its full and entire rights, title and interests in and to the Beniko Marks identified in said Schedule A, and the attendant goodwill symbolized by the Beniko Marks, the same to vest in Assignee, including, without limitation, the ownership of all causes of action for, and claims for damages by reason of, the infringement of any of the Beniko Marks by other parties, which causes of action and claims arose prior to the date of execution hereof.

Assignor hereby represents and warrants that, to the best of its knowledge it is the sole owner of the Beniko Marks and the goodwill associated therewith.

Assignor hereby agrees that Assignee shall have the right to record this instrument of assignment with any agency, office or authority in any and all jurisdictions and countries of the world, so as to establish Assignee as the owner of record of the Beniko Marks.

Assignor further agrees, at the request of Assignee, to (i) execute and have executed any and all other documents of any kind whatsoever, and to provide whatever information may be required, to carry out the terms and intent of this Assignment; and (ii) fully cooperate with Assignee, as reasonably required, to enable Assignee to duly record this instrument of assignment with any agency, office or authority in any and all jurisdictions and countries of the world, so that Assignee's ownership of the Beniko Marks is duly made of record. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. A facsimile copy of an executed counterpart shall be valid and have the same force and effect as an original.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed on the date indicated below.

Date:

March 31, 2015

BENIKO, INC.
("ASSIGNOR")

By: _____

Name: Albert Khodari

Title: President

IN WITNESS WHEREOF, Assignee has caused this instrument to be executed on the date indicated below.

Date:

March 31, 2015

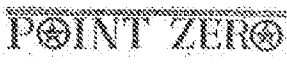
BENISTI IMPORT-EXPORT INC.
("ASSIGNEE")

By: 

Name: Maurice Benisti

Title: President

Schedule A

<u>Mark</u>	<u>Country</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Class</u>
POINT ZERO	United States	1439274	May 12, 1987	25
POINT ZERO	United States	3973692	June 7, 2011	25
ZERO TOLERANCE	United States	2040956	February 25, 1997	25
POINT X	United States	2801041	December 30, 2003	25
POINT ZERO	Panama	141033-01	March 7, 2005	25
POINT ZERO and Design 	Panama	45089	December 6, 1988	25